

Dog Food in Morocco

Market Direction | 2022-06-21 | 26 pages | Euromonitor

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Report description:

Dog food continues to register moderate growth in Morocco, supported by a highly diversified range of products which suit all dog owners' budgets. Brands from global players dominate the shelves of modern retailers and pet stores, such as Pedigree from leading player Mars Morocco and Royal Canin from Jessy Diffusion SA.

Euromonitor International's Dog Food in Morocco report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Dog Treats and Mixers, Dry Dog Food, Wet Dog Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Dog Food market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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DOG FOOD IN MOROCCO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Moderate growth supported by highly diversified range of products to suit all budgets

Increase of commodity prices in Morocco may impact the price of dog food, as price-sensitive consumers feed their pets scraps to economise

Mars Morocco continues to lead dog food thanks to strength of popular brand Pedigree

PROSPECTS AND OPPORTUNITIES

New entrant tipped to drive the growth of dog food over the forecast period, along with premium health and wellness trends

Physical stores tipped to record positive growth due to the decline in e-commerce, but online shopping still holds benefits

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