

Pet Care in Morocco

Market Direction | 2022-06-21 | 50 pages | Euromonitor

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Report description:

Pet care in Morocco is growing at a moderate rate in 2022. The high pet adoption rates seen in 2020-2021 during the time of the pandemic have slowed down, with consumers showing price-sensitivity and focusing on the purchase of essential items.

Euromonitor International's Pet Care 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: Pet Food, Pet Products.

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

Why buy this report?

- * Get a detailed picture of the Pet Care 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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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

Informal markets such as Kria'a Souk bounce back to success after the lockdowns

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Absence of development in cat food adds to sluggish growth

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Low life retention of other pets negatively influences the growth of this category

Small category lacks interest, with little product development as Versele-Laga continues to lead

PROSPECTS AND OPPORTUNITIES

Informal markets pose direct competitor to leading players

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PROSPECTS AND OPPORTUNITIES

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