

**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.

**Table of Contents:**

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## List Of Contents And Tables

### PET CARE IN MOROCCO

#### EXECUTIVE SUMMARY

Pet care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for pet care?

#### MARKET INDICATORS

Table 1 Pet Populations 2017-2022

#### MARKET DATA

Table 2 Sales of Pet Food by Category: Volume 2017-2022

Table 3 Sales of Pet Care by Category: Value 2017-2022

Table 4 Sales of Pet Food by Category: % Volume Growth 2017-2022

Table 5 Sales of Pet Care by Category: % Value Growth 2017-2022

Table 6 NBO Company Shares of Pet Food: % Value 2017-2021

Table 7 LBN Brand Shares of Pet Food: % Value 2018-2021

Table 8 NBO Company Shares of Dog and Cat Food: % Value 2017-2021

Table 9 LBN Brand Shares of Dog and Cat Food: % Value 2018-2021

Table 10 Distribution of Pet Care by Format: % Value 2017-2022

Table 11 Distribution of Pet Care by Format and Category: % Value 2022

Table 12 Distribution of Dog and Cat Food by Format: % Value 2017-2022

Table 13 Distribution of Dog and Cat Food by Format and Category: % Value 2022

Table 14 Forecast Sales of Pet Food by Category: Volume 2022-2027

Table 15 Forecast Sales of Pet Care by Category: Value 2022-2027

Table 16 Forecast Sales of Pet Food by Category: % Volume Growth 2022-2027

Table 17 Forecast Sales of Pet Care by Category: % Value Growth 2022-2027

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#### SOURCES

Summary 1 Research Sources

### 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

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

#### CATEGORY INDICATORS

Table 18 Dog Owning Households: % Analysis 2017-2022

Table 19 Dog Population 2017-2022

Table 20 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2017-2022

#### CATEGORY DATA

Summary 2 Dog Food by Price Band 2022

Table 21 Sales of Dog Food by Category: Volume 2017-2022

Table 22 Sales of Dog Food by Category: Value 2017-2022

Table 23 Sales of Dog Food by Category: % Volume Growth 2017-2022

Table 24 Sales of Dog Food by Category: % Value Growth 2017-2022

Table 25 Sales of Dry Dog Food by Life-Cycle: % Value 2017-2022

Table 26 Sales of Wet Dog Food by Life-Cycle: % Value 2017-2022

Table 27 NBO Company Shares of Dog Food: % Value 2017-2021

Table 28 LBN Brand Shares of Dog Food: % Value 2018-2021

Table 29 LBN Brand Shares of Dog Treats and Mixers: % Value 2018-2021

Table 30 Distribution of Dog Food by Format: % Value 2017-2022

Table 31 Forecast Sales of Dog Food by Category: Volume 2022-2027

Table 32 Forecast Sales of Dog Food by Category: Value 2022-2027

Table 33 Forecast Sales of Dog Food by Category: % Volume Growth 2022-2027

Table 34 Forecast Sales of Dog Food by Category: % Value Growth 2022-2027

#### CAT FOOD IN MOROCCO

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Decline in the adoption of cats is impacting growth in cat food

Table scraps come back into fashion as consumers face weakened spending power

Absence of development in cat food adds to sluggish growth

#### PROSPECTS AND OPPORTUNITIES

Nestle Maroc SA maintains its lead in cat food, thanks to the strength of its iconic brands

Private labels introduce organic cat food, stimulating an area of potential development

Dairy giant Copag also investing in cat food developments

#### CATEGORY INDICATORS

Table 35 Cat Owning Households: % Analysis 2017-2022

Table 36 Cat Population 2017-2022

Table 37 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2017-2022

#### CATEGORY DATA

Summary 3 Cat Food by Price Band 2022

Table 38 Sales of Cat Food by Category: Volume 2017-2022

Table 39 Sales of Cat Food by Category: Value 2017-2022

Table 40 Sales of Cat Food by Category: % Volume Growth 2017-2022

Table 41 Sales of Cat Food by Category: % Value Growth 2017-2022

Table 42 Sales of Dry Cat Food by Life-Cycle: % Value 2017-2022

Table 43 Sales of Wet Cat Food by Life-Cycle: % Value 2017-2022

Table 44 NBO Company Shares of Cat Food: % Value 2017-2021

Table 45 LBN Brand Shares of Cat Food: % Value 2018-2021

Table 46 LBN Brand Shares of Cat Treats and Mixers: % Value 2018-2021

Table 47 Distribution of Cat Food by Format: % Value 2017-2022

Table 48 Forecast Sales of Cat Food by Category: Volume 2022-2027

Table 49 Forecast Sales of Cat Food by Category: Value 2022-2027

Table 50 □Forecast Sales of Cat Food by Category: % Volume Growth 2022-2027

Table 51 □Forecast Sales of Cat Food by Category: % Value Growth 2022-2027

## OTHER PET FOOD IN MOROCCO

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Other pet food sees low growth, due to suppressed interest in other pets

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

New product developments and the entry of new players will be required to drive any dynamic growth

Lack of animal welfare groups hinders growth in other pet food

### CATEGORY INDICATORS

Table 52 Other Pet Population 2017-2022

### CATEGORY DATA

Table 53 Sales of Other Pet Food by Category: Volume 2017-2022

Table 54 Sales of Other Pet Food by Category: Value 2017-2022

Table 55 Sales of Other Pet Food by Category: % Volume Growth 2017-2022

Table 56 Sales of Other Pet Food by Category: % Value Growth 2017-2022

Table 57 LBN Brand Shares of Bird Food: % Value 2018-2021

Table 58 LBN Brand Shares of Fish Food: % Value 2018-2021

Table 59 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2018-2021

Table 60 Distribution of Other Pet Food by Format: % Value 2017-2022

Table 61 □Forecast Sales of Other Pet Food by Category: Volume 2022-2027

Table 62 □Forecast Sales of Other Pet Food by Category: Value 2022-2027

Table 63 □Forecast Sales of Other Pet Food by Category: % Volume Growth 2022-2027

Table 64 □Forecast Sales of Other Pet Food by Category: % Value Growth 2022-2027

## PET PRODUCTS IN MOROCCO

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Cat litter maintains growth as it is an essential product for urban cat owners

Low availability of products is bolstered by launches by private labels and a niche e-commerce channel

Pet owners increasingly aware of pet healthcare, which will lead to future growth

### PROSPECTS AND OPPORTUNITIES

Essential cat litter will maintain its positive growth over the forecast period

Competition set to heat up in pet healthcare as private labels expand

Dry shampoos attract attention, as leading players consider investing in this area

### CATEGORY DATA

Table 65 Sales of Pet Products by Category: Value 2017-2022

Table 66 Sales of Pet Products by Category: % Value Growth 2017-2022

Table 67 Sales of Pet Healthcare by Type: % Value 2017-2022

Table 68 Sales of Other Pet Products by Type: % Value 2017-2022

Table 69 NBO Company Shares of Pet Products: % Value 2017-2021

Table 70 LBN Brand Shares of Pet Products: % Value 2018-2021

Table 71 Distribution of Pet Products by Format: % Value 2017-2022

Table 72 Forecast Sales of Pet Products by Category: Value 2022-2027

Table 73 Forecast Sales of Pet Products by Category: % Value Growth 2022-2027

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