

**Pet Care in Saudi Arabia**

Market Direction | 2023-05-04 | 52 pages | Euromonitor

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**Report description:**

Pet care in Saudi Arabia is experiencing a significant upswing, rapidly evolving into a noteworthy and dynamic market despite its relatively diminutive size. This burgeoning industry is benefiting from the country's steadfast focus on development, which is reflected in the Kingdom's thriving pet population - particularly in the feline segment. The impetus behind this growth can be largely attributed to the far-reaching consequences of the COVID-19 pandemic, which have led to a rising trend in pe...

Euromonitor International's Pet Care in Saudi Arabia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 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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#### DOG FOOD IN SAUDI ARABIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Dog population rises as local attitudes continue to shift

Dry dog food continues to dominate

Riyadh Season encourages dog ownership as education and awareness expands

##### PROSPECTS AND OPPORTUNITIES

Accelerated local production growth anticipated, while sales through vet clinics will rise

Healthy variants to gain greater ground, with strong demand for wet food

Sustainability trends to impact development, and a greater variety of low-cost options will cater to price-sensitive consumers

##### CATEGORY INDICATORS

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Small mammals see rising interest

Mars maintains leadership in bird food, with demand for pet birds on the up

Fish find favour

### PROSPECTS AND OPPORTUNITIES

Positive growth forecast, with Mars set to remain overall category leader

Pet shops set to expand, with supermarkets and hypermarkets offering more of their own lines

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More pet brands gain a foothold, and Lulu Market launches first private label line

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