

## **Pet Care in Saudi Arabia**

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

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Pet Care in Saudi Arabia  
Euromonitor International  
May 2023

### List Of Contents And Tables

#### **PET CARE IN SAUDI ARABIA**

##### **EXECUTIVE SUMMARY**

Pet care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for pet care?

##### **MARKET INDICATORS**

Table 1 Pet Populations 2018-2023

##### **MARKET DATA**

Table 2 Sales of Pet Food by Category: Volume 2018-2023

Table 3 Sales of Pet Care by Category: Value 2018-2023

Table 4 Sales of Pet Food by Category: % Volume Growth 2018-2023

Table 5 Sales of Pet Care by Category: % Value Growth 2018-2023

Table 6 NBO Company Shares of Pet Food: % Value 2018-2022

Table 7 LBN Brand Shares of Pet Food: % Value 2019-2022

Table 8 NBO Company Shares of Dog and Cat Food: % Value 2018-2022

Table 9 LBN Brand Shares of Dog and Cat Food: % Value 2019-2022

Table 10 □Distribution of Pet Care by Format: % Value 2018-2023

Table 11 □Distribution of Pet Care by Format and Category: % Value 2023

Table 12 □Distribution of Dog and Cat Food by Format: % Value 2018-2023

Table 13 □Distribution of Dog and Cat Food by Format and Category: % Value 2023

Table 14 □Forecast Sales of Pet Food by Category: Volume 2023-2028

Table 15 □Forecast Sales of Pet Care by Category: Value 2023-2028

Table 16 □Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028

Table 17 □Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

##### **DISCLAIMER**

##### **SOURCES**

Summary 1 Research Sources

#### **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**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 18 Dog Owning Households: % Analysis 2018-2023

Table 19 Dog Population 2018-2023

Table 20 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2018-2023

#### CATEGORY DATA

Summary 2 Dog Food by Price Band 2023

Table 21 Sales of Dog Food by Category: Volume 2018-2023

Table 22 Sales of Dog Food by Category: Value 2018-2023

Table 23 Sales of Dog Food by Category: % Volume Growth 2018-2023

Table 24 Sales of Dog Food by Category: % Value Growth 2018-2023

Table 25 Sales of Dry Dog Food by Life-Cycle: % Value 2018-2023

Table 26 Sales of Wet Dog Food by Life-Cycle: % Value 2018-2023

Table 27 □NBO Company Shares of Dog Food: % Value 2018-2022

Table 28 □LBN Brand Shares of Dog Food: % Value 2019-2022

Table 29 □LBN Brand Shares of Dog Treats and Mixers: % Value 2019-2022

Table 30 □Distribution of Dog Food by Format: % Value 2018-2023

Table 31 □Forecast Sales of Dog Food by Category: Volume 2023-2028

Table 32 □Forecast Sales of Dog Food by Category: Value 2023-2028

Table 33 □Forecast Sales of Dog Food by Category: % Volume Growth 2023-2028

Table 34 □Forecast Sales of Dog Food by Category: % Value Growth 2023-2028

#### CAT FOOD IN SAUDI ARABIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Cats remain popular pets among locals, helped along by shelters' efforts

##### PROSPECTS AND OPPORTUNITIES

Distribution channel shifts to benefit consumers

Promotions and packaging innovations will become more visible, while mid-priced dry cat food continues to rise

#### CATEGORY INDICATORS

Table 35 Cat Owning Households: % Analysis 2018-2023

Table 36 Cat Population 2018-2023

Table 37 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2018-2023

#### CATEGORY DATA

Summary 3 Cat Food by Price Band 2023

Table 38 Sales of Cat Food by Category: Volume 2018-2023

Table 39 Sales of Cat Food by Category: Value 2018-2023

Table 40 Sales of Cat Food by Category: % Volume Growth 2018-2023

Table 41 Sales of Cat Food by Category: % Value Growth 2018-2023

Table 42 Sales of Dry Cat Food by Life-Cycle: % Value 2018-2023

Table 43 Sales of Wet Cat Food by Life-Cycle: % Value 2018-2023

Table 44 □NBO Company Shares of Cat Food: % Value 2018-2022

Table 45 □LBN Brand Shares of Cat Food: % Value 2019-2022

Table 46 □LBN Brand Shares of Cat Treats and Mixers: % Value 2019-2022

Table 47 □Distribution of Cat Food by Format: % Value 2018-2023

Table 48 □Forecast Sales of Cat Food by Category: Volume 2023-2028

Table 49 □Forecast Sales of Cat Food by Category: Value 2023-2028

Table 50 □Forecast Sales of Cat Food by Category: % Volume Growth 2023-2028

Table 51 □Forecast Sales of Cat Food by Category: % Value Growth 2023-2028

#### OTHER PET FOOD IN SAUDI ARABIA

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## 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

E-commerce will continue to rise as humanisation trend prompts greater investment in product development and marketing

### CATEGORY INDICATORS

Table 52 Other Pet Population 2018-2023

### CATEGORY DATA

Table 53 Sales of Other Pet Food by Category: Volume 2018-2023

Table 54 Sales of Other Pet Food by Category: Value 2018-2023

Table 55 Sales of Other Pet Food by Category: % Volume Growth 2018-2023

Table 56 Sales of Other Pet Food by Category: % Value Growth 2018-2023

Table 57 LBN Brand Shares of Bird Food: % Value 2019-2022

Table 58 LBN Brand Shares of Fish Food: % Value 2019-2022

Table 59 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2019-2022

Table 60 Distribution of Other Pet Food by Format: % Value 2018-2023

Table 61 □Forecast Sales of Other Pet Food by Category: Volume 2023-2028

Table 62 □Forecast Sales of Other Pet Food by Category: Value 2023-2028

Table 63 □Forecast Sales of Other Pet Food by Category: % Volume Growth 2023-2028

Table 64 □Forecast Sales of Other Pet Food by Category: % Value Growth 2023-2028

### PET PRODUCTS IN SAUDI ARABIA

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Humanisation pushes sales of pet products, prompting new brands to enter the competition

Mars and Nestle continue to reign over cat litter despite rise of new brands

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

### PROSPECTS AND OPPORTUNITIES

Pet shops and superstores remain popular channels as sales expand through vet clinics

Cat litter to see fastest growth, and locals to spend more on healthcare and other pet products

E-commerce will continue to expand during the forecast period

### CATEGORY DATA

Table 65 Sales of Pet Products by Category: Value 2018-2023

Table 66 Sales of Pet Products by Category: % Value Growth 2018-2023

Table 67 Sales of Pet Healthcare by Type: % Value 2018-2023

Table 68 Sales of Other Pet Products by Type: % Value 2018-2023

Table 69 NBO Company Shares of Pet Products: % Value 2018-2022

Table 70 LBN Brand Shares of Pet Products: % Value 2019-2022

Table 71 Distribution of Pet Products by Format: % Value 2018-2023

Table 72 Forecast Sales of Pet Products by Category: Value 2023-2028

Table 73 Forecast Sales of Pet Products by Category: % Value Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Pet Care in Saudi Arabia

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-19"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com