

Dog Food in Saudi Arabia

Market Direction | 2023-05-04 | 26 pages | Euromonitor

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Report description:

The dog population in Saudi Arabia is rising substantially - a trend attributable to the evolving cultural attitudes of Saudi consumers. Historically, dog ownership has been largely forbidden for most Saudis, primarily due to religious beliefs that dogs are unclean animals. Moreover, temperatures in Saudi Arabia can reach 50°C during the summer months, making dog-walking particularly challenging and uncomfortable. However, recent research into the concept of dog ownership has prompted a shift in...

Euromonitor International's Dog Food 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: 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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Table of Contents:

Dog Food in Saudi Arabia

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List Of Contents And Tables

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

Table 1 Dog Owning Households: % Analysis 2018-2023

Table 2 Dog Population 2018-2023

Table 3 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2018-2023

CATEGORY DATA

Summary 1 Dog Food by Price Band 2023

Table 4 Sales of Dog Food by Category: Volume 2018-2023

Table 5 Sales of Dog Food by Category: Value 2018-2023

Table 6 Sales of Dog Food by Category: % Volume Growth 2018-2023

Table 7 Sales of Dog Food by Category: % Value Growth 2018-2023

Table 8 Sales of Dry Dog Food by Life-Cycle: % Value 2018-2023

Table 9 Sales of Wet Dog Food by Life-Cycle: % Value 2018-2023

Table 10 NBO Company Shares of Dog Food: % Value 2018-2022

Table 11 LBN Brand Shares of Dog Food: % Value 2019-2022

Table 12 LBN Brand Shares of Dog Treats and Mixers: % Value 2019-2022

Table 13 Distribution of Dog Food by Format: % Value 2018-2023

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

Table 15 Forecast Sales of Dog Food by Category: Value 2023-2028

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

Table 17 Forecast Sales of Dog Food by Category: % Value Growth 2023-2028

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 18 Pet Populations 2018-2023

MARKET DATA

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Table 19 Sales of Pet Food by Category: Volume 2018-2023

Table 20 Sales of Pet Care by Category: Value 2018-2023

Table 21 Sales of Pet Food by Category: % Volume Growth 2018-2023

Table 22 Sales of Pet Care by Category: % Value Growth 2018-2023

Table 23 NBO Company Shares of Pet Food: % Value 2018-2022

Table 24 LBN Brand Shares of Pet Food: % Value 2019-2022

Table 25 NBO Company Shares of Dog and Cat Food: % Value 2018-2022

Table 26 LBN Brand Shares of Dog and Cat Food: % Value 2019-2022

Table 27 Distribution of Pet Care by Format: % Value 2018-2023

Table 28 Distribution of Pet Care by Format and Category: % Value 2023

Table 29 Distribution of Dog and Cat Food by Format: % Value 2018-2023

Table 30 Distribution of Dog and Cat Food by Format and Category: % Value 2023

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

Table 32 Forecast Sales of Pet Care by Category: Value 2023-2028

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

Table 34 Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 2 Research Sources

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