

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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Euromonitor International
May 2023

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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

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