

Pet Products in Saudi Arabia

Market Direction | 2023-05-04 | 22 pages | Euromonitor

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Report description:

The rising trend of pet humanisation and growing awareness among Saudi pet owners have led to significant growth in the sales of pet products within the Kingdom. As pet owners increasingly view their pets as family members and more keenly appreciate their positive impact on mental health, they are becoming more invested in providing the best care possible. This shift in perspective has resulted in a heightened demand for a range of pet products related to the comfort and wellbeing of household a...

Euromonitor International's Pet Products 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: Cat Litter, Other Pet Products, Pet Healthcare.

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 Products 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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PET PRODUCTS IN SAUDI ARABIA

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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

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