

Cat Food in Morocco

Market Direction | 2023-05-12 | 26 pages | Euromonitor

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Report description:

Despite a difficult economic context and the declining disposable incomes, cat ownership in Morocco has not been much affected by the pet abandonment seen in dogs. Unlike dogs, cats are considered clean animals in the Arab world generally and are acceptable animals to keep at home as a pet. Cats are even popular among town and city dwellers living in smaller accommodation or flats. As such cats are less likely than dogs to be abandoned, and when they are left, they are able to find new homes mor...

Euromonitor International's Cat Food in Morocco 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 Treats and Mixers, Dry Cat Food, Wet Cat 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 Cat 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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Cats escape abandonment but face more scraps for supper, and treats and mixers fails to gain ground

Dry cat food surpasses wet in growth terms

Casino enjoys further growth as private label expands in cat food, while different distribution channels benefit from specific offers

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