

Dog Food in Morocco

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

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Report description:

2023 saw a reduction in adoptions and purchases of dogs in Morocco, as well as a higher rate of abandonment. This was prompted by several factors. As people start to return to work post pandemic, many are finding that they do not have enough time for their pet, and/or are simply losing interest. Further, Morocco's difficult economic situation has also discouraged households from adopting pets. Religious beliefs in the country also continue to limit dog ownership, as Muslims consider dogs unclean...

Euromonitor International's Dog 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: 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.

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Dog ownership declines as consumers return to work and grapple with money woes, while players attempt to lure pet owners with new product launches and promotions

Rise in home-made dog meals curbs growth of prepared dog food, though shift to low-cost products supports overall rise

Dry dog food remains preferred choice for local consumers

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Dog food to face persistent struggles during forecast period

Wet dog food will suffer continued consumer preference for dry dog food

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