

## **Other Pet Food in Egypt**

Market Direction | 2023-05-09 | 20 pages | Euromonitor

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### **Report description:**

The ownership of birds, fish, and other small mammals/reptiles is not popular in the Egyptian culture and is not expected to change significantly in the forecast period. Birds and fish are considered a short-lived experience for pet owners, and while there is a minor trend towards owning lower maintenance pets, other pet food remains relatively small.

Euromonitor International's Other Pet Food in Egypt 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: Bird Food, Fish Food, Small Mammal/Reptile 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 Other Pet 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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List Of Contents And Tables

OTHER PET FOOD IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Value sales of other pet food expected to remain modest over the forecast period

Consumers likely to continue seeking alternatives in the forecast period, dampening demand

Specialised bird shop may set trend for other specialised pet shops over the forecast period

PROSPECTS AND OPPORTUNITIES

Other pet food expected to remain fragmented with many players over the forecast period

Online pet shops likely to become more popular in the forecast period due to variety of incentives

Others increase its value share in 2022 and likely to boost sales of fish food over the forecast period

CATEGORY INDICATORS

Table 1 Other Pet Population 2018-2023

CATEGORY DATA

Table 2 Sales of Other Pet Food by Category: Volume 2018-2023

Table 3 Sales of Other Pet Food by Category: Value 2018-2023

Table 4 Sales of Other Pet Food by Category: % Volume Growth 2018-2023

Table 5 Sales of Other Pet Food by Category: % Value Growth 2018-2023

Table 6 LBN Brand Shares of Bird Food: % Value 2019-2022

Table 7 LBN Brand Shares of Fish Food: % Value 2019-2022

Table 8 Distribution of Other Pet Food by Format: % Value 2018-2023

Table 9 Forecast Sales of Other Pet Food by Category: Volume 2023-2028

Table 10 □Forecast Sales of Other Pet Food by Category: Value 2023-2028

Table 11 □Forecast Sales of Other Pet Food by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Other Pet Food by Category: % Value Growth 2023-2028

PET CARE IN EGYPT

EXECUTIVE SUMMARY

Pet care displays definitive signs of sales growth and development in 2023

Pet ownership continues to increase, benefiting demand for pet care

Local brands are slowly taking value share from dominating global pet food brands

Key Retailing channels remain modern grocery retailers and specialized pet shops with the major rise of e-commerce portals

What next for pet care?

MARKET INDICATORS

Table 13 Pet Populations 2018-2023

MARKET DATA

Table 14 Sales of Pet Food by Category: Volume 2018-2023

Table 15 Sales of Pet Care by Category: Value 2018-2023

Table 16 Sales of Pet Food by Category: % Volume Growth 2018-2023

Table 17 Sales of Pet Care by Category: % Value Growth 2018-2023

Table 18 NBO Company Shares of Pet Food: % Value 2018-2022

Table 19 LBN Brand Shares of Pet Food: % Value 2019-2022

Table 20 NBO Company Shares of Dog and Cat Food: % Value 2018-2022

Table 21 LBN Brand Shares of Dog and Cat Food: % Value 2019-2022  
Table 22 □Distribution of Pet Care by Format: % Value 2018-2023  
Table 23 □Distribution of Pet Care by Format and Category: % Value 2023  
Table 24 □Distribution of Dog and Cat Food by Format: % Value 2018-2023  
Table 25 □Distribution of Dog and Cat Food by Format and Category: % Value 2023  
Table 26 □Forecast Sales of Pet Food by Category: Volume 2023-2028  
Table 27 □Forecast Sales of Pet Care by Category: Value 2023-2028  
Table 28 □Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028  
Table 29 □Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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