

Pet Care in Morocco

Market Direction | 2023-05-12 | 50 pages | Euromonitor

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Report description:

Navigating through a tumultuous economic landscape, Morocco experienced a robust recovery in 2021, with its GDP witnessing an impressive growth of more than 7%. However, this upward trajectory was abruptly stymied in 2022 when the economy's dipped to 1.3%. This downturn was primarily attributed to adverse economic circumstances, predominantly impacting the agricultural sector that suffered immensely due to a severe deficit in rainfall.

Euromonitor International's Pet Care 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: Pet Food, Pet Products.

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 Care 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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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

PROSPECTS AND OPPORTUNITIES

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

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