

Pet Products in Egypt

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

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Report description:

Ariika, a successful start-up that has become a leading player in the Middle Eastern market for bean bags and travel comfort products, expanded its product line to include pet beds and seating options. The colourful and stylish options quickly caught the attention of pet owners, who are willing to pay medium to high prices for Ariika's pet products. The brand's focus on comfort and fashion has resonated well with the current income group, making it a popular choice for those looking to pamper th...

Euromonitor International's Pet Products 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: 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 EGYPT

KEY DATA FINDINGS

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Ariika, the increasingly popular brand, now also offers fashionable pet products

Retail e-commerce continues to grow value share for pet products in 2023

Global brand names remain key players of pet products, enjoying sales growth

PROSPECTS AND OPPORTUNITIES

New brands entering pet products at competitive prices show future prospects

Local furniture player now includes pet furniture which will drive innovation in the forecast period

Innovative pet product concepts and services emerging as pet ownership evolves

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Pet ownership continues to increase, benefiting demand for pet care

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