

Cat Food in Morocco

Market Direction | 2024-04-30 | 24 pages | Euromonitor

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Report description:

In 2024, cat food in Morocco is recording positive retail value sales. Despite the difficult economic conditions and reduced disposable income, cat ownership in Morocco did not decline. Unlike dogs, cats are considered more desirable pets, acceptable animals to keep at home. This makes cats a popular pet among town and city dwellers living in smaller accommodations or flats. Many cat owners are urban females who are financially independent and single due to rising celibacy rates in Morocco.

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 2019-2023, 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 2028 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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CAT FOOD IN MOROCCO

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Cat ownership continues to be positive across both towns and cities

Dry cat food drives growth as players implement deals and discounts

Cat food sees strong sales through modern grocery retailers

PROSPECTS AND OPPORTUNITIES

Cat ownership will continue to be positive, driven by single-person households

The ongoing economic recession leads owners to trade down to save costs

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