

Other Pet Food in Morocco

Market Direction | 2024-04-30 | 21 pages | Euromonitor

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Report description:

The economic recession and declining disposable incomes in 2024 significantly impacts other pet food sales in Morocco. This led some pet owners to abandon their pets while being discouraged from investing in pets such as birds, fish and other mammals. As such, the continuous decrease in the other pet population and the shift from prepared to unprepared food is negatively impacting sales. The vast majority of fish and bird owners heavily rely on unpackaged food, such as worms and bread, to feed t...

Euromonitor International's Other Pet 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: 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.

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Euromonitor International
April 2024

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OTHER PET FOOD IN MOROCCO

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Other pet ownership declines, negatively impacting sales of pet food

The high cost of keeping a fish leads to a weak performance for fish food

Bird food is the best-performing product as owning a bird gains popularity

PROSPECTS AND OPPORTUNITIES

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Lack of awareness and advertising negatively impacts sales of other pet food

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