

## **Pet Care in Morocco**

Market Direction | 2024-04-30 | 48 pages | Euromonitor

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### **Report description:**

Pet care in Morocco is showcasing a modest performance in 2024, as challenging economic conditions and declining disposable incomes impact purchasing habits and pet ownership. After a strong recovery in economic activity in 2021, the performance of the Moroccan economy stood at 1.2% in 2022. In 2023, it grew modestly by 2.4%, due to the unfavourable economic situation - particularly for the agricultural sector, which was impacted by drought. Ongoing rises in fuel, energy and raw material prices...

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 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: 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

##### 2024 DEVELOPMENTS

Pet owners typically reside in urban areas, while rural citizens keep working?dogs

Consumers trade down or feed dogs household scraps as inflation rises price?points

Dry dog food leads?growth, being widely available and promoted by?vets

##### PROSPECTS AND OPPORTUNITIES

Consumers continue to trade down as disposable incomes?decline

New entries support the performance of dry dog food over the forecast?period

Players implement price discounts to boost retail volume?sales

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Dry cat food drives growth as players implement deals and?discounts

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##### KEY DATA FINDINGS

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

##### PROSPECTS AND OPPORTUNITIES

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