

Dog Food in Morocco

Market Direction | 2024-04-30 | 25 pages | Euromonitor

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Report description:

In 2024, dog food in Morocco is recording positive retail value growth. However, the difficult economic situation discourages households from adopting pets, especially in urban areas. Dog ownership is mainly concentrated in rural areas where dogs are typically used as guard dogs, for hunting or herding sheep.

Euromonitor International's Dog 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: Dog Treats and Mixers, Dry Dog Food, Wet Dog 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 Dog 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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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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