

## **Other Pet Food in Egypt**

Market Direction | 2024-04-29 | 20 pages | Euromonitor

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### **Report description:**

The other pet food category as a whole was affected by soaring inflation in Egypt in 2023/24, leading to a surge in current value sales, with far more moderate retail volume sales. The ownership of birds, fish, and other small mammals/reptiles is not especially popular in Egyptian culture when compared with dog and cat ownership. Birds and fish are considered a short-lived experience for pet owners, and while there is a minor trend towards owning lower maintenance pets, other pet food remains re...

Euromonitor International's Other Pet Food 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 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.

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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Euromonitor International  
April 2024

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##### 2024 DEVELOPMENTS

Inflation and price increases see current value sales of other pet foods surge

Bird food is being replaced by seeds and local products as local consumers looking to save money

Non-grocery retailers continues to dominate category sales, albeit with some loss of share

##### PROSPECTS AND OPPORTUNITIES

Perfecto will remain the leading brand, but will face ongoing competition in the years ahead

Online pet shops likely to become more popular over the forecast period

Competitive landscape likely to remain stable, but 'others' will continue to gain ground

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