

## **Other Pet Food in Morocco**

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

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **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.

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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Other Pet Food in Morocco  
Euromonitor International  
April 2024

### List Of Contents And Tables

#### OTHER PET FOOD IN MOROCCO

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

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

Pet ownership grows in line with the rise of middle and upper-income families

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

Unpackaged food remains a challenge for other pet food over the forecast period

##### CATEGORY INDICATORS

Table 1 Other Pet Population 2019-2024

##### CATEGORY DATA

Table 2 Sales of Other Pet Food by Category: Volume 2019-2024

Table 3 Sales of Other Pet Food by Category: Value 2019-2024

Table 4 Sales of Other Pet Food by Category: % Volume Growth 2019-2024

Table 5 Sales of Other Pet Food by Category: % Value Growth 2019-2024

Table 6 LBN Brand Shares of Bird Food: % Value 2020-2023

Table 7 LBN Brand Shares of Fish Food: % Value 2020-2023

Table 8 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2020-2023

Table 9 Distribution of Other Pet Food by Format: % Value 2019-2024

Table 10 Forecast Sales of Other Pet Food by Category: Volume 2024-2029

Table 11 Forecast Sales of Other Pet Food by Category: Value 2024-2029

Table 12 Forecast Sales of Other Pet Food by Category: % Volume Growth 2024-2029

Table 13 Forecast Sales of Other Pet Food by Category: % Value Growth 2024-2029

#### PET CARE IN MOROCCO

##### EXECUTIVE SUMMARY

Pet care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for pet care?

##### MARKET INDICATORS

Table 14 Pet Populations 2019-2024

##### MARKET DATA

Table 15 Sales of Pet Food by Category: Volume 2019-2024

Table 16 Sales of Pet Care by Category: Value 2019-2024

Table 17 Sales of Pet Food by Category: % Volume Growth 2019-2024

Table 18 Sales of Pet Care by Category: % Value Growth 2019-2024

Table 19 NBO Company Shares of Pet Food: % Value 2019-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 20 LBN Brand Shares of Pet Food: % Value 2020-2023

Table 21 NBO Company Shares of Dog and Cat Food: % Value 2019-2023

Table 22 LBN Brand Shares of Dog and Cat Food: % Value 2020-2023

Table 23 □Penetration of Private Label in Pet Care by Category: % Value 2019-2024

Table 24 □Distribution of Pet Care by Format: % Value 2019-2024

Table 25 □Distribution of Pet Care by Format and Category: % Value 2024

Table 26 □Distribution of Dog and Cat Food by Format: % Value 2019-2024

Table 27 □Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 28 □Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 29 □Forecast Sales of Pet Care by Category: Value 2024-2029

Table 30 □Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

Table 31 □Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

## Other Pet Food in Morocco

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-13"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com