

## **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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## Table of Contents:

Pet Care in Morocco  
Euromonitor International  
April 2024

List Of Contents And Tables

### 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 1 Pet Populations 2019-2024

#### MARKET DATA

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

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

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

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

Table 6 NBO Company Shares of Pet Food: % Value 2019-2023

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

Table 8 NBO Company Shares of Dog and Cat Food: % Value 2019-2023

Table 9 LBN Brand Shares of Dog and Cat Food: % Value 2020-2023

Table 10 □ Penetration of Private Label in Pet Care by Category: % Value 2019-2024

Table 11 □ Distribution of Pet Care by Format: % Value 2019-2024

Table 12 □ Distribution of Pet Care by Format and Category: % Value 2024

Table 13 □ Distribution of Dog and Cat Food by Format: % Value 2019-2024

Table 14 □ Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 15 □ Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 16 □ Forecast Sales of Pet Care by Category: Value 2024-2029

Table 17 □ Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

Table 18 □ Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

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#### SOURCES

Summary 1 Research Sources

### DOG FOOD IN MOROCCO

#### 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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## CATEGORY INDICATORS

Table 19 Dog Owing Households: % Analysis 2019-2024

Table 20 Dog Population 2019-2024

Table 21 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2019-2024

## CATEGORY DATA

Summary 2 Dog Food by Price Band 2024

Table 22 Sales of Dog Food by Category: Volume 2019-2024

Table 23 Sales of Dog Food by Category: Value 2019-2024

Table 24 Sales of Dog Food by Category: % Volume Growth 2019-2024

Table 25 Sales of Dog Food by Category: % Value Growth 2019-2024

Table 26 Sales of Dry Dog Food by Life-Cycle: % Value 2019-2024

Table 27 Sales of Wet Dog Food by Life-Cycle: % Value 2019-2024

Table 28 □NBO Company Shares of Dog Food: % Value 2019-2023

Table 29 □LBN Brand Shares of Dog Food: % Value 2020-2023

Table 30 □LBN Brand Shares of Dog Treats and Mixers: % Value 2020-2023

Table 31 □Distribution of Dog Food by Format: % Value 2019-2024

Table 32 □Forecast Sales of Dog Food by Category: Volume 2024-2029

Table 33 □Forecast Sales of Dog Food by Category: Value 2024-2029

Table 34 □Forecast Sales of Dog Food by Category: % Volume Growth 2024-2029

Table 35 □Forecast Sales of Dog Food by Category: % Value Growth 2024-2029

## CAT FOOD IN MOROCCO

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Cat ownership continues to be positive across both towns and cities

Dry cat food drives growth as players implement deals and discounts

Cat food sees strong sales through modern grocery retailers

### PROSPECTS AND OPPORTUNITIES

Cat ownership will continue to be positive, driven by single-person households

The ongoing economic recession leads owners to trade down to save costs

Unit prices remain stable as manufacturers focus on offers and price discounts

## CATEGORY INDICATORS

Table 36 Cat Owing Households: % Analysis 2019-2024

Table 37 Cat Population 2019-2024

Table 38 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2019-2024

## CATEGORY DATA

Summary 3 Cat Food by Price Band 2024

Table 39 Sales of Cat Food by Category: Volume 2019-2024

Table 40 Sales of Cat Food by Category: Value 2019-2024

Table 41 Sales of Cat Food by Category: % Volume Growth 2019-2024

Table 42 Sales of Cat Food by Category: % Value Growth 2019-2024

Table 43 Sales of Dry Cat Food by Life-Cycle: % Value 2019-2024

Table 44 Sales of Wet Cat Food by Life-Cycle: % Value 2019-2024

Table 45 □NBO Company Shares of Cat Food: % Value 2019-2023

Table 46 □LBN Brand Shares of Cat Food: % Value 2020-2023

Table 47 □LBN Brand Shares of Cat Treats and Mixers: % Value 2020-2023

Table 48 □Distribution of Cat Food by Format: % Value 2019-2024

Table 49 □Forecast Sales of Cat Food by Category: Volume 2024-2029

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Table 50 □Forecast Sales of Cat Food by Category: Value 2024-2029

Table 51 □Forecast Sales of Cat Food by Category: % Volume Growth 2024-2029

Table 52 □Forecast Sales of Cat Food by Category: % Value Growth 2024-2029

## 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 53 Other Pet Population 2019-2024

### CATEGORY DATA

Table 54 Sales of Other Pet Food by Category: Volume 2019-2024

Table 55 Sales of Other Pet Food by Category: Value 2019-2024

Table 56 Sales of Other Pet Food by Category: % Volume Growth 2019-2024

Table 57 Sales of Other Pet Food by Category: % Value Growth 2019-2024

Table 58 LBN Brand Shares of Bird Food: % Value 2020-2023

Table 59 LBN Brand Shares of Fish Food: % Value 2020-2023

Table 60 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2020-2023

Table 61 Distribution of Other Pet Food by Format: % Value 2019-2024

Table 62 □Forecast Sales of Other Pet Food by Category: Volume 2024-2029

Table 63 □Forecast Sales of Other Pet Food by Category: Value 2024-2029

Table 64 □Forecast Sales of Other Pet Food by Category: % Volume Growth 2024-2029

Table 65 □Forecast Sales of Other Pet Food by Category: % Value Growth 2024-2029

## PET PRODUCTS IN MOROCCO

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Availability remains limited, while weak purchasing power stifles growth

High price points negatively impact sales of cat litter in Morocco

Healthcare products is perceived to be a luxury item

### PROSPECTS AND OPPORTUNITIES

The challenging economic scenario negatively impact sales over the forecast period

High and rising price points continue to negatively impact sales of pet products

Healthcare and dietary supplements record low growth due to lack of awareness

### CATEGORY DATA

Table 66 Sales of Pet Products by Category: Value 2019-2024

Table 67 Sales of Pet Products by Category: % Value Growth 2019-2024

Table 68 Sales of Pet Healthcare by Type: % Value 2019-2024

Table 69 Sales of Other Pet Products by Type: % Value 2019-2024

Table 70 NBO Company Shares of Pet Products: % Value 2019-2023

Table 71 LBN Brand Shares of Pet Products: % Value 2020-2023

Table 72 Distribution of Pet Products by Format: % Value 2019-2024

Table 73 Forecast Sales of Pet Products by Category: Value 2024-2029

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