

# Other Pet Food in Saudi Arabia

April 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Other pet food sales continue to grow as pet ownership numbers rise
- Other pet food benefiting from increasing shelf space in modern grocery retailers
- Small mammal/reptile food attracting investment despite sales growing from a low base

PROSPECTS AND OPPORTUNITIES

- Mars likely to maintain its leading position in bird food
- Fish food full of potential as the number of aquarists in the Kingdom grows
- Reptiles could become the latest trendy pets as Saudi Arabia opens its first reptile park

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