

Other Pet Food in Morocco

April 2024

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Other Pet Food in Morocco - Category analysis

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

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