

# **Pet Products in Morocco**

April 2024

**Table of Contents** 

# Pet Products in Morocco - Category analysis

# **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 1 - Sales of Pet Products by Category: Value 2019-2024
Table 2 - Sales of Pet Products by Category: % Value Growth 2019-2024
Table 3 - Sales of Pet Healthcare by Type: % Value 2019-2024
Table 4 - Sales of Other Pet Products by Type: % Value 2019-2024
Table 5 - NBO Company Shares of Pet Products: % Value 2019-2023
Table 6 - LBN Brand Shares of Pet Products: % Value 2020-2023
Table 7 - Distribution of Pet Products by Format: % Value 2019-2024
Table 8 - Forecast Sales of Pet Products by Category: Value 2024-2029
Table 9 - Forecast Sales of Pet Products by Category: % Value Growth 2024-2029

# Pet Care in Morocco - Industry Overview

#### EXECUTIVE SUMMARY

Pet care in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for pet care?

#### MARKET INDICATORS

Table 10 - Pet Populations 2019-2024

# MARKET DATA

Table 11 - Sales of Pet Food by Category: Volume 2019-2024 Table 12 - Sales of Pet Care by Category: Value 2019-2024 Table 13 - Sales of Pet Food by Category: % Volume Growth 2019-2024 Table 14 - Sales of Pet Care by Category: % Value Growth 2019-2024 Table 15 - NBO Company Shares of Pet Food: % Value 2019-2023 Table 16 - LBN Brand Shares of Pet Food: % Value 2020-2023 Table 17 - NBO Company Shares of Dog and Cat Food: % Value 2019-2023 Table 18 - LBN Brand Shares of Dog and Cat Food: % Value 2020-2023 Table 19 - Penetration of Private Label in Pet Care by Category: % Value 2019-2024 Table 20 - Distribution of Pet Care by Format: % Value 2019-2024 Table 21 - Distribution of Pet Care by Format and Category: % Value 2024 Table 22 - Distribution of Dog and Cat Food by Format: % Value 2019-2024 Table 23 - Distribution of Dog and Cat Food by Format and Category: % Value 2024 Table 24 - Forecast Sales of Pet Food by Category: Volume 2024-2029 Table 25 - Forecast Sales of Pet Care by Category: Value 2024-2029 Table 26 - Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

Table 27 - Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

# DISCLAIMER

# SOURCES

Summary 1 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/pet-products-in-morocco/report.