Cat Food in Morocco - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS
Cats escape abandonment but face more scraps for supper, and treats and mixers fails to gain ground
Dry cat food surpasses wet in growth terms
Casino enjoys further growth as private label expands in cat food, while different distribution channels benefit from specific offers

PROSPECTS AND OPPORTUNITIES
Cat ownership to keep on growing
Economic pressures remain threat to overall growth in cat food
Only marginal rises anticipated for unit prices in cat food

CATEGORY INDICATORS
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DISCLAIMER

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