

# Dog Food in Middle East and Africa

July 2021

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## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Middle East and Africa small but shows potential

Demand for dog food on the rise thanks to a growing pet dog population

Dry dog food most prominent, thanks to affordability

Humanisation and education boost demand for dog food

Premiumisation and humanisation drive sales in the region...

....as cultural attitudes towards dogs as pets in the region change

Pandemic boost e-commerce sales across the region...

....as consumers look for safer alternative to shop for their pets

## LEADING COMPANIES AND BRANDS

Top five companies dominate dog food in Middle East and Africa

Pandemic boost economy brands due financial constraints

Local players in Israel gain market share in region by meeting demand

Large breed dogs in South Africa boost demand for affordable dog food

## FORECAST PROJECTIONS

Growth potential exists as dog ownership increases across the region

Opportunities lie in e-commerce, automation and health and wellness

## COUNTRY SNAPSHOTS

Morocco: Market context

Morocco: Competitive and retail landscape

Israel: Market context

Israel: Competitive and retail landscape

Egypt: Market context

Egypt: Competitive and retail landscape

Saudi Arabia: Market context

Saudi Arabia: Competitive and retail landscape

United Arab Emirates: Market context

United Arab Emirates: Competitive and retail landscape

South Africa: Market context

South Africa: Competitive and retail landscape

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