

Cat Food in Morocco

<https://marketpublishers.com/r/C78FC2ED623EN.html>

Date: April 2024

Pages: 24

Price: US\$ 990.00 (Single User License)

ID: C78FC2ED623EN

Abstracts

In 2024, cat food in Morocco is recording positive retail value sales. Despite the difficult economic conditions and reduced disposable income, cat ownership in Morocco did not decline. Unlike dogs, cats are considered more desirable pets, acceptable animals to keep at home. This makes cats a popular pet among town and city dwellers living in smaller accommodations or flats. Many cat owners are urban females who are financially independent and single due to rising celibacy rates in Morocco.

Euromonitor International's Cat Food in Morocco report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Cat Treats and Mixers, Dry Cat Food, Wet Cat Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Cat Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Cat Food in Morocco
Euromonitor International
April 2024

LIST OF CONTENTS AND TABLES

CAT FOOD IN MOROCCO
KEY DATA FINDINGS

2024 DEVELOPMENTS

Cat ownership continues to be positive across both towns and cities
Dry cat food drives growth as players implement deals and discounts
Cat food sees strong sales through modern grocery retailers

PROSPECTS AND OPPORTUNITIES

Cat ownership will continue to be positive, driven by single-person households
The ongoing economic recession leads owners to trade down to save costs
Unit prices remain stable as manufacturers focus on offers and price discounts

CATEGORY INDICATORS

Table 1 Cat Owning Households: % Analysis 2019-2024

Table 2 Cat Population 2019-2024

Table 3 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2019-2024

CATEGORY DATA

Summary 1 Cat Food by Price Band 2024

Table 4 Sales of Cat Food by Category: Volume 2019-2024

Table 5 Sales of Cat Food by Category: Value 2019-2024

Table 6 Sales of Cat Food by Category: % Volume Growth 2019-2024

Table 7 Sales of Cat Food by Category: % Value Growth 2019-2024

Table 8 Sales of Dry Cat Food by Life-Cycle: % Value 2019-2024

Table 9 Sales of Wet Cat Food by Life-Cycle: % Value 2019-2024

Table 10 NBO Company Shares of Cat Food: % Value 2019-2023

Table 11 LBN Brand Shares of Cat Food: % Value 2020-2023

Table 12 LBN Brand Shares of Cat Treats and Mixers: % Value 2020-2023

Table 13 Distribution of Cat Food by Format: % Value 2019-2024

Table 14 Forecast Sales of Cat Food by Category: Volume 2024-2029

Table 15 Forecast Sales of Cat Food by Category: Value 2024-2029

Table 16 Forecast Sales of Cat Food by Category: % Volume Growth 2024-2029

Table 17 Forecast Sales of Cat Food by Category: % Value Growth 2024-2029

PET CARE IN MOROCCO

EXECUTIVE SUMMARY

Pet care in 2024: The big picture

2024 KEY TRENDS

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 18 Pet Populations 2019-2024

MARKET DATA

Table 19 Sales of Pet Food by Category: Volume 2019-2024

Table 20 Sales of Pet Care by Category: Value 2019-2024

Table 21 Sales of Pet Food by Category: % Volume Growth 2019-2024

Table 22 Sales of Pet Care by Category: % Value Growth 2019-2024

Table 23 NBO Company Shares of Pet Food: % Value 2019-2023

Table 24 LBN Brand Shares of Pet Food: % Value 2020-2023

Table 25 NBO Company Shares of Dog and Cat Food: % Value 2019-2023

Table 26 LBN Brand Shares of Dog and Cat Food: % Value 2020-2023

Table 27 Penetration of Private Label in Pet Care by Category: % Value 2019-2024

Table 28 Distribution of Pet Care by Format: % Value 2019-2024

Table 29 Distribution of Pet Care by Format and Category: % Value 2024

Table 30 Distribution of Dog and Cat Food by Format: % Value 2019-2024

Table 31 Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 32 Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 33 Forecast Sales of Pet Care by Category: Value 2024-2029

Table 34 Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

Table 35 Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 Research Sources

I would like to order

Product name: Cat Food in Morocco

Product link: <https://marketpublishers.com/r/C78FC2ED623EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C78FC2ED623EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970