

Pet Care in Middle East and Africa

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Abstracts

Pet care continues to record strong growth in real value terms in Middle East and Africa, in spite of the difficult economic environment in recent years hitting the volume sales performance. Ongoing premiumisation and pet humanisation are helping to drive value growth, despite some low-income pet owners being forced to switch from mid-priced to economy brands as rising inflation hits their spending budgets. Positive value growth is expected to continue being seen over the forecast period.

Euromonitor International's Pet Care in Middle East and Africa global briefing offers an insight into the development of the market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading and emerging companies and brands, offers strategic analysis of key factors influencing the market, including background information on pet population, pet ownership by household and prepared gap ratio. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Pet Food, Pet Products.

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

Why buy this report?

Get a detailed picture of the Pet Care 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.

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