

# Pet Food Market in Morocco 2022

<https://marketpublishers.com/r/PBDB5CF2F585EN.html>

Date: November 2022

Pages: 18

Price: US\$ 750.00 (Single User License)

ID: PBDB5CF2F585EN

## Abstracts

Pet food is animal feed intended for consumption by pets. Typically sold in pet stores and supermarkets, it is usually specific to the type of animal, such as dog, cat, as well as bird food or fish. The pet food market in Morocco is set to grow at a healthy compound annual growth rate (CAGR) of 4.2% in the next five years. Pets provide well-being benefits for people because humans imbue these animals with socially-supportive attributes, that in turn, psychologically translate into experiencing social support from them. Nowadays, the majority of dog and cat owners report that their pet is a family member just like anyone else. The humanization of pets is the main driver for the pet food market. With this increase in humanization, pets are being treated with more care and hygiene, which has increased consumer demand for high-quality pet food products.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value and volume for pet food. The Morocco pet food market is segmented on the basis of product, pricing, and retail channel. On the basis of product, the pet food market in Morocco has been segmented into cat food, dog food, others. By pricing, the pet food market in Morocco has been segmented into economy pet food, premium pet food. The economy pet food segment is estimated to account for the largest share of the pet food market in Morocco. Based on retail channel, the pet food market in Morocco is categorized into e-commerce, pet specialty stores, supermarkets and hypermarkets, veterinary clinics, others.

The dog food market is further segmented into dry dog food, mixers & treats, and wet dog food. The dry dog food segment captured the largest share of the market in 2021 and is expected to maintain its dominance during the forecast period. Furthermore, the cat food market has been categorized into dry cat food, mixers & treats, and wet cat food. According to the research, the dry cat food segment had the largest share in the pet food market in Morocco. The other pet food market is further divided into bird food, fish food, and others.

The Morocco pet food market is highly competitive. As of 2021, the major players in the Morocco pet food market were Mars Incorporated, C&D Foods Ltd. (ABP Food Group Ltd.), Nestle S.A., Nutrivet Groupe, Animal Planet SA, Monge & C. S.p.a., Morando S.p.A., Versele-Laga NV, Connex United Processors' Group. Competitive landscape gives a description of the competitive nature of the pet food market in Morocco and a description of the leading companies. Key financial deals which have shaped the market in recent years are identified.

### Report Scope

Product: cat food, dog food, others

Pricing: economy pet food, premium pet food

Retail channel: e-commerce, pet specialty stores, supermarkets and hypermarkets, veterinary clinics, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: Mars Incorporated, C&D Foods Ltd. (ABP Food Group Ltd.), Nestle S.A., Nutrivet Groupe, Animal Planet SA, Monge & C. S.p.a., Morando S.p.A., Versele-Laga NV, Connex United Processors' Group

### Key Benefits for Stakeholders

Get a comprehensive picture of the Morocco pet food market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
Study period  
Geographical scope  
Research methodology

### **PART 2. PET FOOD MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRODUCT**

Cat food  
Dog food  
Others

### **PART 4. MARKET BREAKDOWN BY PRICING**

Economy pet food  
Premium pet food

### **PART 5. MARKET BREAKDOWN BY RETAIL CHANNEL**

E-commerce  
Pet specialty stores  
Supermarkets and hypermarkets  
Veterinary clinics  
Others

### **PART 6. KEY COMPANIES**

Mars, Incorporated  
C&D Foods Ltd. (ABP Food Group Ltd.)  
Nestle S.A.  
Nutrivet Groupe  
Animal Planet SA  
Monge & C. S.p.a.  
Morando S.p.A.

Versele-Laga NV  
Connex United Processors' Group  
About StrategyHelix  
Disclaimer

## I would like to order

Product name: Pet Food Market in Morocco 2022

Product link: <https://marketpublishers.com/r/PBDB5CF2F585EN.html>

Price: US\$ 750.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PBDB5CF2F585EN.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