

Saudi Arabia Pet Food Market By Pet Type (Dogs, Cats, Fish, Others), By Product Type (Dry Food, Wet Food, Canned Food, Others (Treats, Flake & Pellet, Freeze-Dried, etc.)), By Sales Channel (Supermarkets/Hypermarkets, Dedicated Pet Stores, Online, Others) By Region, By Competition Forecast & Opportunities, 2018-2028F

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Abstracts

Saudi Arabia Pet Food Market has valued at USD 71.43 million in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 7.13% through 2028. The Saudi Arabia Pet Food Market has witnessed significant growth and transformation in recent years. As one of the largest and most affluent consumer markets in the Middle East, the pet food industry in Saudi Arabia has experienced a surge in demand. The market is primarily driven by a growing pet population, rising disposable incomes, and changing consumer preferences for premium and specialized pet food products.

Saudi pet owners are increasingly concerned about the health and well-being of their furry companions, leading to a shift from traditional homemade pet meals to commercially manufactured pet foods. This transition has fueled the demand for high-quality, nutritionally balanced pet food products, including dry kibble, wet food, treats, and supplements.

Moreover, the Saudi Arabian market has also witnessed a growing trend towards organic and natural pet food options, reflecting the broader global movement towards healthier and more sustainable pet nutrition.

Major multinational pet food companies, as well as local manufacturers, are actively capitalizing on this evolving market. With the ongoing humanization of pets, the Saudi Arabia Pet Food Market is poised for further expansion and innovation as it caters to the diverse and evolving needs of pet owners in the region.

Key Market Drivers

Rising Pet Ownership and Urbanization

One of the primary drivers of the Saudi Arabia pet food market is the increasing rate of pet ownership. As the country undergoes urbanization and economic development, more people are choosing to bring pets into their homes. This trend is particularly noticeable in major urban centers like Riyadh, Jeddah, and Dammam, where modern lifestyles and smaller living spaces make companion animals, such as dogs and cats, more appealing than larger livestock. The surge in pet ownership has created a substantial consumer base for pet food products, driving demand for a wide variety of pet food brands and types.

Growing Disposable Income

Saudi Arabia has witnessed a significant rise in disposable income among its population, which has allowed consumers to invest more in their pets. Pet owners are increasingly willing to spend on premium and high-quality pet food products that meet their pets' nutritional needs and dietary preferences. This shift towards premiumization is a major driver for the pet food market, as pet owners become more discerning and demanding when it comes to the quality and ingredients of the food they provide for their beloved animals.

Awareness of Pet Nutrition

With increased access to information and growing awareness of pet nutrition, Saudi pet owners are becoming more conscious of what they feed their pets. They are seeking products that offer not only basic sustenance but also specific health benefits. As a result, there is a growing demand for pet foods that cater to particular dietary requirements, such as weight management, digestive health, or breed-specific formulations. This heightened awareness of pet nutrition has encouraged pet food manufacturers to innovate and develop a wide range of specialized products to meet these specific needs.

E-commerce and Digital Adoption

The rapid expansion of e-commerce and digital platforms in Saudi Arabia has had a significant impact on the pet food market. Consumers now have the convenience of shopping online for pet food, accessing a broader selection of products and having them delivered to their doorstep. This digital transformation has allowed pet food manufacturers and retailers to reach a wider customer base and offer a diverse range of pet food products. Additionally, online platforms enable easy price comparison and access to customer reviews, further influencing purchasing decisions. Many pet food companies have invested in building strong online presences and partnerships with e-commerce platforms to tap into this growing trend.

These four drivers are fundamentally reshaping the pet food market in Saudi Arabia, with an increased focus on premiumization, specialized products, and the convenience of online shopping. As a result, the market is becoming more dynamic and competitive, offering both opportunities and challenges for pet food manufacturers and retailers.

In summary, the Saudi Arabia pet food market is on an upward trajectory, driven by the rising popularity of pets, growing disposable income, an increased awareness of pet nutrition, and the digital transformation of the retail landscape. These drivers are poised to continue influencing the industry, making it an attractive market for both domestic and international players in the pet food sector.

Key Market Challenges

Regulatory Hurdles

One of the foremost challenges in the Saudi Arabia Pet Food Market is navigating the complex and evolving regulatory landscape. The pet food industry is subject to strict regulations in Saudi Arabia, which are often influenced by religious and cultural factors. These regulations may impact the ingredients, labeling, and marketing of pet food products. Importantly, any deviation from these standards can lead to product recalls, fines, or even bans.

Additionally, the interpretation and enforcement of these regulations can vary, making it challenging for both local and international companies to ensure compliance. The ever-changing nature of these regulations also poses a challenge, as companies must stay updated on any amendments or new requirements to avoid disruptions in their business operations.

Consumer Awareness and Education

Although there is a growing trend towards premium and specialized pet food products, consumer awareness and education regarding pet nutrition and responsible pet ownership remain a significant challenge. Many pet owners in Saudi Arabia may not fully understand the dietary needs of their pets, leading to misconceptions about proper feeding practices.

Addressing this challenge requires concerted efforts from pet food manufacturers, veterinarians, and government agencies to educate pet owners about the importance of choosing nutritionally balanced pet food and providing appropriate care. Improving consumer education can also drive the demand for higher-quality pet food products and contribute to the overall well-being of pets in the country.

Distribution and Supply Chain Complexities

The distribution and supply chain infrastructure in Saudi Arabia presents its own set of challenges to the pet food industry. The vast geography and the presence of remote and less-developed regions can complicate the timely and efficient distribution of pet food products. This can lead to issues such as delays, product spoilage, and increased transportation costs.

Additionally, fluctuations in global supply chains and international trade policies can affect the availability and pricing of pet food ingredients. The industry is vulnerable to disruptions, including those caused by factors like geopolitical tensions, trade restrictions, and logistics challenges.

Ensuring a reliable and efficient supply chain is crucial for companies operating in the Saudi Arabian market. This may require investments in infrastructure, warehousing, and transportation networks, as well as establishing strong relationships with local distributors to overcome these distribution challenges.

Competition and Price Sensitivity

The Saudi Arabia Pet Food Market is becoming increasingly competitive as both international and local players vie for market share. While this competition can lead to innovation and a wider variety of pet food options, it also places pressure on pricing and profit margins. Many consumers in the region remain price-sensitive and seek

affordable pet food options, which can limit the market for premium and specialized products.

Companies face the challenge of striking a balance between offering competitively priced products and maintaining the quality and integrity of their brands. Additionally, the prevalence of counterfeit or substandard pet food products in the market poses a risk to both pet health and brand reputation, further intensifying competition.

To overcome this challenge, companies must invest in product differentiation, marketing strategies, and building strong brand identities. They should also consider offering a range of products at various price points to cater to different segments of the market.

In conclusion, the Saudi Arabia Pet Food Market, while experiencing significant growth, is not immune to challenges. Regulatory hurdles, consumer awareness and education, distribution complexities, and competition are key issues that the industry must address to sustain its upward trajectory. Successfully navigating these challenges will require a collaborative effort from industry stakeholders and a commitment to ensuring the health and well-being of pets in the region.

Key Market Trends

Premiumization of Pet Food

A prominent trend in the Saudi Arabian pet food market is the increasing preference for premium and high-quality pet food products. As pet owners become more aware of the health and well-being of their pets, they are willing to invest in nutritionally balanced and premium pet food options. This trend is influenced by the rising disposable incomes of Saudi households, as well as a desire to offer the best for their pets.

Premium pet food products often feature high-quality ingredients, such as real meat, whole grains, and natural additives. These products are marketed as being free from artificial additives and fillers, emphasizing the use of natural and wholesome ingredients. The demand for premium pet food has prompted both international and local manufacturers to introduce a variety of specialized, natural, and organic pet food options to cater to this growing market segment.

This premiumization trend is not limited to traditional pet food categories but extends to treats, supplements, and specialized diets. As a result, pet owners in Saudi Arabia are increasingly willing to pay a premium for products that promise better health and

nutrition for their beloved animals.

Shift Towards Online Retail

Another prominent trend in the Saudi Arabia Pet Food Market is the growing popularity of online retail channels. E-commerce has witnessed rapid growth in the region, driven by factors like increased internet penetration, convenience, and the COVID-19 pandemic, which accelerated the adoption of online shopping.

Pet owners in Saudi Arabia are increasingly turning to online platforms to purchase pet food and related products. This trend offers them a wider range of options, convenience in terms of doorstep delivery, and the ability to compare prices and product reviews. As a result, traditional brick-and-mortar pet stores face the challenge of adapting to this shift in consumer behavior.

The online pet food market in Saudi Arabia includes a mix of local and international e-commerce platforms, as well as dedicated pet food delivery services. This trend is expected to continue as technology and logistics infrastructure improve, making online shopping even more accessible and efficient for pet owners.

Health and Wellness Focus

Pet owners in Saudi Arabia are increasingly concerned about the health and well-being of their pets, leading to a strong focus on pet nutrition, health, and wellness. This trend has manifested in several ways:

There is a growing demand for specialized pet food diets, such as those formulated for weight management, allergies, or specific health conditions. These diets are designed to address the unique needs of individual pets and have gained popularity among pet owners looking to improve the health and longevity of their animals.

Many pet food products now highlight the inclusion of functional ingredients, such as probiotics, antioxidants, and Omega-3 fatty acids, which are believed to promote better digestion, immune function, and overall vitality. This trend mirrors the growing popularity of functional foods in the human food industry.

Consumers are showing a preference for pet food products that emphasize holistic nutrition and natural ingredients. They seek products that are free from artificial preservatives, colors, and additives, and which contain real and recognizable

ingredients. The health and wellness trend extends to pet treats and supplements. Treats are being formulated to serve as more than just a tasty reward, with some designed to support dental health, joint health, or coat condition. Supplements are also gaining traction, addressing specific health concerns or nutritional deficiencies in pets.

Sustainability and Ethical Consumption

The global focus on sustainability and ethical consumption has made its mark on the Saudi Arabia Pet Food Market. Pet owners are becoming more conscious of the environmental and ethical impact of their choices, and this is reflected in their pet food preferences:

Eco-Friendly Packaging: There is a demand for pet food products that are packaged in eco-friendly and recyclable materials. Manufacturers are responding by adopting sustainable packaging practices, such as using less plastic and incorporating biodegradable materials.

Ethical Sourcing: Consumers are showing interest in pet food products that use ethically sourced ingredients, such as humanely raised or sustainable proteins. Manufacturers that prioritize ethical sourcing and supply chain transparency are gaining favor with socially conscious pet owners.

The growing interest in alternative proteins, such as insect-based or plant-based options, reflects the broader sustainability trend. These products are positioned as eco-friendly alternatives to traditional meat-based pet foods. Some pet food companies are addressing food waste by repurposing ingredients that might otherwise be discarded. This aligns with the principles of sustainability and resource optimization.

In summary, the Saudi Arabia Pet Food Market is experiencing several significant trends, including the premiumization of pet food, a shift towards online retail, a focus on health and wellness, and an increasing emphasis on sustainability and ethical consumption. These trends reflect the changing preferences and values of pet owners in the region and offer opportunities for innovation and growth within the industry.

Segmental Insights

Pet Type Insights

The segment of dog pet types has emerged as the fastest-growing category in the

Saudi Arabia Pet Food Market. This rapid growth can be attributed to several factors. Firstly, the increasing popularity of dogs as pets in Saudi households has driven the demand for dog-specific pet food. The loyalty, companionship, and security provided by dogs have made them beloved members of many families, resulting in a surge in dog ownership.

Secondly, dog owners are increasingly conscious of their pets' nutritional needs, leading to a heightened interest in specialized dog food products. This trend is characterized by a demand for breed-specific, age-specific, and health-specific dog food formulas to ensure the well-being and longevity of canine companions.

Additionally, the market's growth is driven by a wide array of dog food options, including dry kibble, wet food, treats, and supplements, tailored to suit different dog breeds and sizes. As a result, the dog pet types segment is witnessing remarkable expansion, with manufacturers continually innovating to cater to the diverse and evolving needs of dog owners in Saudi Arabia.

Sales Channel Insights

The online segment is emerging as the fastest-growing category in the Saudi Arabia Pet Food Market. This remarkable growth can be attributed to changing consumer shopping habits, increased internet penetration, and the convenience and accessibility offered by online shopping platforms. As pet owners in Saudi Arabia seek a broader range of pet food options, convenience in product selection, and doorstep delivery, they are turning to online retailers to fulfill their pet food needs.

The rapid rise of e-commerce in the region, further accelerated by the COVID-19 pandemic, has made online shopping a preferred choice for many pet owners. It provides a platform for easy comparison of prices and product reviews, offering a hassle-free shopping experience.

Moreover, the online pet food market is not limited to international e-commerce platforms but also includes local players and dedicated pet food delivery services. This trend is expected to continue growing, as the digital landscape in Saudi Arabia becomes more sophisticated, making online pet food shopping even more convenient and efficient for consumers.

Regional Insights

The Eastern region of Saudi Arabia has established itself as the dominant geographical segment in the Saudi Arabia Pet Food Market. This prominence can be attributed to several key factors. Firstly, the Eastern region encompasses major urban centers, including Dammam, Khobar, and Dhahran, which have a high concentration of pet owners. The region's urban population is more inclined to own pets, contributing significantly to the demand for pet food products.

Additionally, the Eastern region is home to a large number of expatriates who often bring their pet-owning habits from their home countries, further boosting the pet food market. The presence of international communities in the Eastern region has led to a greater demand for a variety of pet food products that cater to diverse cultural and dietary preferences for pets.

Furthermore, the Eastern region benefits from superior infrastructure, logistical networks, and distribution channels, making it a hub for the import and distribution of pet food products. This logistical advantage helps ensure a steady and efficient supply of pet food to meet the needs of pet owners in the region. As a result, the Eastern region maintains its position as the dominant and thriving sector in the Saudi Arabia Pet Food Market.

Key Market Players

Mars Petcare

Nestle PurinaPetCare Company

Hill's Pet Nutrition KSA

Del Monte Arabia

Colgate-Palmolive

Blue Buffalo Pet Products, Inc.

Bayt Al Aleefa (Pet House Trading)

Zee.Dog

Bayer AG

United Pet Group

Report Scope:

In this report, the Saudi Arabia Pet Food market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Saudi Arabia Pet Food Market, By Pet Type:

Dogs

Cats

Fish

Others

Saudi Arabia Pet Food Market, By Product Type:

Dry Food

Wet Food

Canned Food

Others

Saudi Arabia Pet Food Market, By Sales Channel:

Supermarkets/Hypermarkets

Dedicated Pet Stores

Online

Others

Saudi Arabia Pet Food Market, By Region:

Western

Northern & Central

Eastern

Southern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Saudi Arabia Pet Food market.

Available Customizations:

Saudi Arabia Pet Food Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMER

- 4.1. Factors Influencing Purchase Decision
- 4.2. Challenges Faced Post Purchase
- 4.3. Brand Awareness

5. SAUDI ARABIA PET FOOD MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Pet Type Market Share Analysis (Dogs, Cats, Fish, Others)

5.2.2. By Product Type Market Share Analysis (Dry Food, Wet Food, Canned Food, Others (Treats, Flake & Pellet, Freeze-Dried, etc.))

5.2.3. By Sales Channel Market Share Analysis (Supermarkets/Hypermarkets, Dedicated Pet Stores, Online, Others)

5.2.4. By Regional Market Share Analysis

5.2.4.1. Western Market Share Analysis

5.2.4.2. Northern & Central Market Share Analysis

5.2.4.3. Eastern Market Share Analysis

5.2.4.4. Southern Market Share Analysis

5.2.5. By Top 5 Companies Market Share Analysis, Others (2023)

5.3. Saudi Arabia Pet Food Market Mapping & Opportunity Assessment

5.3.1. By Pet Type Market Mapping & Opportunity Assessment

5.3.2. By Product Type Market Mapping & Opportunity Assessment

5.3.3. By Sales Channel Market Mapping & Opportunity Assessment

5.3.4. By Regional Market Mapping & Opportunity Assessment

6. SAUDI ARABIA DOGS PET FOOD MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type Market Share Analysis

6.2.2. By Sales Channel Market Share Analysis

7. SAUDI ARABIA CATS PET FOOD MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type Market Share Analysis

7.2.2. By Sales Channel Market Share Analysis

8. SAUDI ARABIA FISH PET FOOD MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Product Type Market Share Analysis

8.2.2. By Sales Channel Market Share Analysis

9. MARKET DYNAMICS

9.1. Drivers

9.2. Challenges

10. IMPACT OF COVID-19 ON SAUDI ARABIA PET FOOD MARKET

10.1. Impact Assessment Model

10.1.1. Key Segments Impacted

10.1.2. Key Regions Impacted

11. MARKET TRENDS & DEVELOPMENTS

12. PORTER'S FIVE FORCES MODEL

12.1. Competitive Rivalry

12.2. Bargaining Power of Buyers

12.3. Bargaining Power of Suppliers

12.4. Threat of New Entrants

12.5. Threat of Substitutes

13. SWOT ANALYSIS

13.1. Strengths

13.2. Weaknesses

13.3. Opportunities

13.4. Threats

14. POLICY AND REGULATORY LANDSCAPE

15. SAUDI ARABIA ECONOMIC PROFILE

16. COMPETITIVE LANDSCAPE

16.1. Company Profiles

16.1.1. Mars Petcare

16.1.1.1. Company Details

16.1.1.2. Product & Services

- 16.1.1.3. Financials (As Per Availability)
- 16.1.1.4. Key market Focus & Geographical Presence
- 16.1.1.5. Recent Developments
- 16.1.1.6. Key Management Personnel
- 16.1.2. Nestle Purina PetCare Company
 - 16.1.2.1. Company Details
 - 16.1.2.2. Product & Services
 - 16.1.2.3. Financials (As Per Availability)
 - 16.1.2.4. Key market Focus & Geographical Presence
 - 16.1.2.5. Recent Developments
 - 16.1.2.6. Key Management Personnel
- 16.1.3. Hill's Pet Nutrition KSA
 - 16.1.3.1. Company Details
 - 16.1.3.2. Product & Services
 - 16.1.3.3. Financials (As Per Availability)
 - 16.1.3.4. Key market Focus & Geographical Presence
 - 16.1.3.5. Recent Developments
 - 16.1.3.6. Key Management Personnel
- 16.1.4. Del Monte Arabia
 - 16.1.4.1. Company Details
 - 16.1.4.2. Product & Services
 - 16.1.4.3. Financials (As Per Availability)
 - 16.1.4.4. Key market Focus & Geographical Presence
 - 16.1.4.5. Recent Developments
 - 16.1.4.6. Key Management Personnel
- 16.1.5. Colgate-Palmolive
 - 16.1.5.1. Company Details
 - 16.1.5.2. Product & Services
 - 16.1.5.3. Financials (As Per Availability)
 - 16.1.5.4. Key market Focus & Geographical Presence
 - 16.1.5.5. Recent Developments
 - 16.1.5.6. Key Management Personnel
- 16.1.6. Blue Buffalo Pet Products, Inc.
 - 16.1.6.1. Company Details
 - 16.1.6.2. Product & Services
 - 16.1.6.3. Financials (As Per Availability)
 - 16.1.6.4. Key market Focus & Geographical Presence
 - 16.1.6.5. Recent Developments
 - 16.1.6.6. Key Management Personnel

- 16.1.7. Bayt Al Aleefa (Pet House Trading)
 - 16.1.7.1. Company Details
 - 16.1.7.2. Product & Services
 - 16.1.7.3. Financials (As Per Availability)
 - 16.1.7.4. Key market Focus & Geographical Presence
 - 16.1.7.5. Recent Developments
 - 16.1.7.6. Key Management Personnel
- 16.1.8. Zee.Dog
 - 16.1.8.1. Company Details
 - 16.1.8.2. Product & Services
 - 16.1.8.3. Financials (As Per Availability)
 - 16.1.8.4. Key market Focus & Geographical Presence
 - 16.1.8.5. Recent Developments
 - 16.1.8.6. Key Management Personnel
- 16.1.9. Bayer AG
 - 16.1.9.1. Company Details
 - 16.1.9.2. Product & Services
 - 16.1.9.3. Financials (As Per Availability)
 - 16.1.9.4. Key market Focus & Geographical Presence
 - 16.1.9.5. Recent Developments
 - 16.1.9.6. Key Management Personnel
- 16.1.10. United Pet Group
 - 16.1.10.1. Company Details
 - 16.1.10.2. Product & Services
 - 16.1.10.3. Financials (As Per Availability)
 - 16.1.10.4. Key market Focus & Geographical Presence
 - 16.1.10.5. Recent Developments
 - 16.1.10.6. Key Management Personnel

17. STRATEGIC RECOMMENDATIONS

- 17.1. Key Focus Areas
- 17.2. Target Pet Type
- 17.3. Target Sales Channel

18. ABOUT US & DISCLAIMER

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