

Middle East & Africa Pet Supplements Market Forecast to 2028 - Regional Analysis - by Form (Chewable, Powder, and Others), Pet Type (Dogs, Cats, and Others), and Distribution Channel (Online and Offline)

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Abstracts

The Middle East & Africa pet supplements market is expected to grow from US\$ 90.81 million in 2022 to US\$ 120.99 million by 2028. It is estimated to grow at a CAGR of 4.9% from 2022 to 2028.

Consumer Preference for Natural Ingredients in Pet Supplements Fuels Middle East & Africa Pet Supplements Market

Pet owners want their pets to receive proper nutrition, which may help them lead happy and healthy lives. Pet parents check the nutrients and additives included in pet supplements to ensure that their pets are receiving the most appropriate and beneficial care. The increasing preference for a healthy diet and rising awareness regarding the benefits of natural ingredients has surged the demand for natural pet supplements.

In addition, pet owners are willing to pay more for premium and customized pet supplements to ensure the healthy life of their pets. Vitamin Retailer reported that one of the major trends in the pet health marketplace is the increasing demand for high-quality and safe natural ingredients. Thus, the increasing consumer preference for natural ingredients in pet supplements has been anticipated to fuel the Middle East & Africa pet supplements market growth during the forecast period.

Middle East & Africa Pet Supplements Market Overview

The Middle East & Africa pet supplements market is sub segmented into South Africa, Saudi Arabia, the UAE, and the Rest of the Middle East & Africa. With the availability of a wide variety of animal nutrition products, these countries exhibit a shift in the dietary patterns for animals and pets. Moreover, the market in the region is dominated by two major retailers—Pet’s Delight and The Pet Shop Dubai. Pet’s Delight is an innovative market leader with its combined online and B&M presence. The shops are widely popular among the local communities.

Moreover, South Africa is among the pet-friendly countries. The perception of people for owning dogs has changed in recent years, from keeping dogs for companionship to adopting them for safety purposes. Thus, owing to rising pet ownership and the growing pet food industry, the demand for quality pet supplements is also increasing in the region. However, cats are preferred to be kept as pets than dogs because Islam considers dogs to be unclean. A few regional cat breeds, such as the Egyptian Mau, are popular. Thus, increasing cat adoption further propels the demand for cat supplements.

Middle East & Africa Pet Supplements Market Revenue and Forecast to 2028 (US\$ Million)

Middle East & Africa Pet Supplements Market Segmentation

The Middle East & Africa pet supplements market is segmented into form, pet type, distribution channel, and country.

Based on form, the Middle East & Africa pet supplements market is segmented into chewable, powder, and others. The chewable segment held the largest share of the Middle East & Africa pet supplements market in 2022.

Based on pet type, the Middle East & Africa pet supplements market is segmented into dogs, cats, and others. The dogs segment held the largest share of the Middle East & Africa pet supplements market in 2022.

Based on distribution channel, the Middle East & Africa pet supplements market is segmented into online and offline. The offline held a larger share of the Middle East & Africa pet supplements market in 2022.

Based on country, the Middle East & Africa pet supplements market is segmented into South Africa, the UAE, Saudi Arabia, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa pet supplements market in

2022.

Compana Pet Brands LLC, Montego Pet Nutrition (Pty) Ltd, Nordic Naturals Inc, and Zesty Paw LLC are some of the leading companies operating in the Middle East & Africa pet supplements market.

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