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Middle East & North Africa Pet Food Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type (Dry Food, Wet Food, and Snacks and Treats), Pet Type (Dogs and Cats), Category (Animal-based and Plant-based), and Distribution Channel (Supermarkets and Hypermarkets, Pet Specialty Stores, Vet Clinic, Convenience Stores, Online Retail, and Other Distribution Channels)

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Abstracts

The Middle East and North Africa (MENA) pet food market is poised for significant growth, with projections indicating that the market size will reach approximately US$ 10,224.1 million by 2031, up from US$ 6,932.1 million in 2024. This growth trajectory reflects a compound annual growth rate (CAGR) of 5.7% from 2024 to 2031, driven by evolving consumer preferences and increasing pet ownership in the region.

Executive Summary

The MENA region is witnessing a notable transformation in pet dietary habits, largely due to the expanding availability of diverse animal food products. The market is currently dominated by key players such as Pet's Delight and The Pet Shop Dubai, both of which have established a strong presence through a combination of online and brick-and-mortar (B&M) retailing. Pet's Delight, in particular, has emerged as an innovative leader, resonating well with local communities.

A significant shift in the perception of pet ownership is also evident, with many owners now prioritizing the safety and well-being of their pets over mere companionship. This change, coupled with a rise in pet ownership, is driving demand for high-quality pet food products. Among pets, cats are increasingly favored, with the adoption of breeds like the Egyptian Mau contributing to the growing demand for cat food.

Market Segmentation Analysis

The MENA pet food market can be segmented based on product type, pet type, category, and distribution channel:

By Product Type: The market is divided into Dry Food, Wet Food, and Snacks and Treats. In 2024, Dry Food is expected to hold the largest market share due to its convenience and health benefits.

By Pet Type: The segmentation includes Dogs and Cats, with Dogs commanding the largest share in 2024.

By Category: The market is categorized into Animal-based and Plant-based products, with Animal-based products leading in market share.

By Distribution Channel: The primary channels include Supermarkets and Hypermarkets, Pet Specialty Stores, Vet Clinics, Convenience Stores, and Online Retail. Supermarkets and Hypermarkets are anticipated to dominate the market in 2024.

Market Outlook

Dry pet food is particularly favored for its numerous advantages, including convenience, dental health benefits, and ease of storage and transportation. Unlike wet food, dry pet food is less susceptible to contamination and encourages pets to chew, which helps prevent dental issues such as tartar buildup and periodontal disease. Studies have shown that dry food can positively impact dental health, with specially formulated dental kibbles reducing plaque and gingivitis in pets.

Additionally, dry pet food is easier to portion and has a longer shelf life, making it a cost-effective option for pet owners. Its lower volume and weight compared to wet food also facilitate easier storage. These benefits contribute to the increasing demand for dry pet

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food within the overall pet food market.

Country Insights

The MENA pet food market is further segmented by country, including Egypt, Saudi Arabia, the United Arab Emirates, Algeria, Morocco, Turkey, Oman, Iran, Kuwait, Qatar, Bahrain, Iraq, and the Rest of MENA. The Rest of MENA is expected to hold the largest market share in 2024, with countries like Syria, Jordan, Nigeria, Israel, and Yemen showing significant potential for growth.

The increasing pet population, coupled with rising disposable incomes and a willingness to invest in high-quality, premium pet products, is driving demand across these countries. The influence of Western culture is also encouraging more people to adopt pets, further boosting the market.

Competitive Landscape

Key players in the pet food market include Nestle SA, Colgate Palmolive Co, Mars Inc, J M Smucker Co, Schell & Kampeter, Inc, General Mills Inc, VAFO Group AS, Butcher's Pet Care Limited, and others. These companies are actively pursuing strategies such as market expansion, product innovation, and mergers and acquisitions to enhance their offerings and increase market share.

In conclusion, the MENA pet food market is on a robust growth path, driven by changing consumer preferences, increased pet ownership, and a focus on high-quality pet nutrition. As the market evolves, companies that adapt to these trends and innovate will likely capture significant market share in the coming years.

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