

Dog Food in Morocco

April 2024

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Dog Food in Morocco - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Pet owners typically reside in urban areas, while rural citizens keep working dogs
Consumers trade down or feed dogs household scraps as inflation rises price points
Dry dog food leads growth, being widely available and promoted by vets

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Consumers continue to trade down as disposable incomes decline
New entries support the performance of dry dog food over the forecast period
Players implement price discounts to boost retail volume sales

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