



**Euromonitor  
International**

# Pet Products in Morocco

July 2026

Table of Contents

## KEY DATA INSIGHTS

### 2026 DEVELOPMENTS

Pet Products Summary

### INDUSTRY PERFORMANCE

Upper-Income Pet Owners Drive Growth Despite Price Sensitivity among Wider Consumers

Cat Litter Leads Value with Sustainable Innovations Capturing Consumer Interest

Moroccan Brands and Imports Embrace Sustainability to Meet Evolving Needs

Chart 1 - Value Sales 2021-2031

Chart 2 - Value Sales by Category 2026

### WHAT'S NEXT?

Upper-Income Consumers to Limit Indulgence Spending While Essentials Sustain Steady Growth

Demand for Grooming and Safety Accessories to Gain Traction among Pet Products

Financial Constraints and Low Awareness to Shape Cautious Consumer Behaviour

Chart 3 - Forecast Value Sales 2021-2031

Chart 4 - Forecast Value Sales by Category 2026-2031

### COMPETITIVE LANDSCAPE

Copag Animalerie'S Lead Sharpens Cat Litter Leadership Amid Fragmented Product Landscape

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

### CHANNELS

Pet Shops Lead Distribution as Veterinary Clinics Gain Traction in Healthcare

Retail E-Commerce Rises with Premium Pet Products Amid Evolving Consumer Demands

Chart 7 - Retail Channels 2021-2026

### ECONOMIC CONTEXT

Chart 8 - Economic Context for Pet Products

Chart 9 - Real GDP Growth 2021-2031

Chart 10 - Inflation 2021-2031

### CONSUMER CONTEXT

Chart 11 - Consumer Context for Pet Products

Chart 12 - Population 2021-2031

Chart 13 - Consumer Expenditure 2021-2031

Chart 14 - Population by Generation 2026

### COUNTRY REPORTS DISCLAIMER

[Pet Care in Morocco - Industry Overview](#)

## EXECUTIVE SUMMARY

2026 Developments

## KEY DATA INSIGHTS

### INDUSTRY PERFORMANCE

Economic Challenges Reshape Consumer Spending and Pet Ownership Patterns

Chart 15 - MERA Pure Sensitive Insect Protein Ideal for Sensitive Dogs with Intolerances or Dietary Problems

Dog Food Leads Value with Cat Food Showing Strong Growth Momentum

Retailers Leverage Private Label and Sustainability to Meet Price-Conscious Consumers

Chart 16 - Aydi Pack of 20Kg Thriving Sales as Consumers Are Lured by Low Price

Chart 17 - Value Sales 2021-2031

Chart 18 - Volume Sales 2021-2031

Chart 19 - Value Sales by Category 2026

Chart 20 - Pet Populations 2021-2026

## WHAT'S NEXT?

Moroccan Consumers to Prioritise Essentials Amid Economic Constraints

Dog Food Leads in Scale While Cat Food Growth Accelerates on Urban Shifts

Parallel Markets and Low Brand Loyalty to Intensify Price Competition

Chart 21 - Forecast Value Sales 2021-2031

Chart 22 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Copag Animalerie Leads as Local Companies Compete Amid Price Sensitivity

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

## CHANNELS

Pet Shops Expand Urban Presence While Hypermarkets and Supermarkets Boost Visibility

Premium Direct Selling Platforms Drive Retail E-Commerce Growth

Chart 25 - Retail Channels 2021-2026

## ECONOMIC CONTEXT

Chart 26 - Economic Context for Pet Care

Chart 27 - Real GDP Growth 2021-2031

Chart 28 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 29 - Consumer Context for Pet Care

Chart 30 - Population 2021-2031

Chart 31 - Consumer Expenditure 2021-2031

Chart 32 - Population by Generation 2026

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/pet-products-in-morocco/report](http://www.euromonitor.com/pet-products-in-morocco/report).