



# Other Pet Food in Egypt

April 2024

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## Other Pet Food in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Inflation and price increases see current value sales of other pet foods surge

Bird food is being replaced by seeds and local products as local consumers looking to save money

Non-grocery retailers continues to dominate category sales, albeit with some loss of share

#### PROSPECTS AND OPPORTUNITIES

Perfecto will remain the leading brand, but will face ongoing competition in the years ahead

Online pet shops likely to become more popular over the forecast period

Competitive landscape likely to remain stable, but 'others' will continue to gain ground

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