



Euromonitor
International

Cat Food in Morocco

June 2025

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2025 DEVELOPMENTS

Cat food performs well due to popularity of cats as pets in Morocco

Copag Animalerie maintains its lead, while closest competitor Avenal Petfood shows strongest growth

Pet shops remain the most popular for cat food, thanks to offer of a wide variety and affordable quality

PROSPECTS AND OPPORTUNITIES

Healthy ongoing sales expected, thanks to the popularity of cats as pets and despite economic challenges

Retail e-commerce may struggle to create stronger sales due to more cost-effective options

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