

# **Pet Products in Morocco**

June 2025

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# Pet Products in Morocco - Category analysis

# **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Pet products sees a slight uptick in sales, with cat litter in the lead as an essential product Beaphar maintains its lead, with Animal Planet hot on its heels Hypermarkets and pet shops maintain strongest sales due to higher-income clientele

## PROSPECTS AND OPPORTUNITIES

A positive trajectory expected for pet products, largely driven by the popularity of cats E-commerce may fare better for pet products due to higher-income niche consumer audience Pet healthcare remains somewhat hampered by underdevelopment

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