



Euromonitor
International

Dog Food in Morocco

June 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Dog food achieves positive growth, albeit sales remain tempered by lower spending on dogs compared to cats

Copag Animalerie maintains lead thanks to offer of economy Aydi brand

Pet stores remain the strongest channel, while dog food sold through farm stores gains popularity

PROSPECTS AND OPPORTUNITIES

Positive growth expected, with economy options set to remain popular

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

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