



Euromonitor
International

Dog Food in Saudi Arabia

June 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Dog ownership continues to grow in 2025, supporting volume and value growth

Global brands retain the lead, while dog treats and mixers opens space for niche and emerging players

Retail e-commerce gains pace while pet shops and superstores remain core to premium sales

PROSPECTS AND OPPORTUNITIES

Functional wet food and premiumisation is expected to fuel future value growth

Retail e-commerce will continue reshaping purchasing habits and expanding consumer access

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