

# Cat Food in Morocco

April 2024

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# Cat Food in Morocco - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Cat ownership continues to be positive across both towns and cities Dry cat food drives growth as players implement deals and discounts Cat food sees strong sales through modern grocery retailers

### PROSPECTS AND OPPORTUNITIES

Cat ownership will continue to be positive, driven by single-person households The ongoing economic recession leads owners to trade down to save costs Unit prices remain stable as manufacturers focus on offers and price discounts

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