



**Euromonitor
International**

Pet Products in Morocco

June 2025

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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

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