



Pet Products in Egypt

April 2024

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Pet Products in Egypt - Category analysis

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2024 DEVELOPMENTS

Global brand names remain key players of pet products but lose some share to 'others'

Pet humanisation is key to other product category growth

Retail e-commerce continues to boost current value share for pet products in 2023/24

PROSPECTS AND OPPORTUNITIES

Innovative pet product concepts and services emerging as pet ownership evolves

Emergent, affordable players will vie for share in the years ahead

E-commerce is set to gain further traction in pet products over the forecast period

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