

**Voluntary Report** – Voluntary - Public Distribution

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**Report Name:** An Overview of the Pet Food Market in Saudi Arabia

**Country:** Saudi Arabia

**Post:** Riyadh

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**Report Highlights:**

The Saudi Arabian pet market is growing - fueled by rising pet ownership driven by evolving social norms and increasing disposable income. This trend, coupled with a growing emphasis on pet humanization, has resulted in a rapidly expanding pet food market, reaching \$275 million in 2024 with a 30% average annual growth since 2019. This growth presents opportunities for international and emerging local brands focused on quality and natural ingredients.

## **Pet population and ownership**

Saudi Arabia is witnessing a significant increase in pet ownership, marked by growing acceptance in both private and public spheres. This surge is driven by a combination of factors: rising disposable income, a larger expatriate population, the influence of Western education among Saudis, positive media representation of pets, and the impact of social media. This growing trend is evident in the popularity of pet-friendly establishments like cat and dog cafes, which often experience high demand. Furthermore, the increasing prevalence of pet shops and veterinary clinics underscores a heightened focus on responsible pet care. Ultimately, this signifies a more developed and sophisticated approach to pet welfare, characterized by improved access to professional services and the cultivation of a responsible pet ownership culture. The Saudi government's [2013 Animal Welfare Law](#) and subsequent [2018 declaration](#) reflected the growing prevalence of pet ownership. Although the government does not keep official statistics on pet ownership, industry sources estimated that around 1.8 million pets were owned by residents, including cats, dogs, birds, and others.

## **Pet Humanization-perception about keeping pets**

In the past, dogs were used for hunting and protecting farms. Keeping dogs inside homes was often considered taboo in Saudi Arabia due to religious beliefs, so they were kept on farms or at least outside homes. However, cultural attitudes have shifted significantly in recent years, and more people are now welcoming dogs into their homes as pets. Reflecting this change, the Transport General Authority announced in November 2023 that public transportation would allow small pets, provided specific rules are followed. This growing acceptance of pet ownership fueled the demand for pet food and pet care products and services.

In 2018, under the supervision of the Ministry of Environment, Water, and Agriculture ([MEWA](#)), the Saudi Society for Animal Welfare [REFQ](#) was formed with a mission to educate the population about pet welfare and laws. Also, they have rescuing, adaptation, and donation programs.

## **Metro Pet Policy**

In the Riyadh Metro that opened in Dec 2024, pets (both caged and leashed) are not allowed on the metro. However, there is an exception for service dogs, which are specially trained to assist visually impaired passengers. These service dogs can travel on the metro alongside their owners without needing a cage or leash. This exception accommodates people with visual impairments who rely on service dogs to navigate and perform daily tasks. [Check out FAQ's section for any Riyadh Bus - Riyadh Public Transportation query.](#)

## **Premiumization-willingness to spend money on pets**

The pet care market in Saudi Arabia is growing rapidly, driven by the rising trend of pet humanization, where animals are treated as family members. This has increased demand for high-quality nutrition and premium pet products like pet treats. Pet ownership is most prevalent among the upscale community, with affluent households investing in premium food and services to ensure their pets' well-being. The growth of e-commerce has further accelerated this trend, offering convenience, variety, and home delivery, making high-end pet care more accessible than ever.

## Pet Food Market Size

The market for pet food in Saudi Arabia has been growing rapidly in recent years, with high demand for high-quality pet food, allowing new brands to enter the market. According to Euromonitor, in 2024, the Saudi pet food market size reached \$275 million, with an annual growth average of 30% since 2019. According to Trade Data Monitor, Saudi Arabia imports pet food from the following countries:

**Table 1. Pet Food imports from the world (\$ Millions)**

Country	Rank	2020	2021	2022	2023	2024	%Δ 24/23
World		31,687,251	48,289,392	66,642,416	56,768,412	71,174,742	25
Thailand	1	12,636,488	19,277,694	27,387,232	19,946,738	25,827,647	29
EU	2	12,836,354	19,292,578	26,867,446	24,432,064	20,132,946	-17.5
Turkey	3	1,255,778	21,795	633,604	3,571,554	7,699,254	116
United States	4	1,592,812	2,684,533	3,450,020	2,048,912	1,828,192	-11
Brazil	5	1,187,377	2,462,506	2,504,847	1,594,041	1,375,671	-14

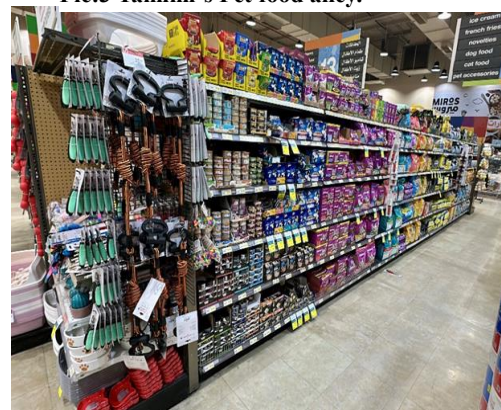
**Source:** Trade Data Monitor

## Distribution Channels

### Hypermarkets, Supermarkets, and Home Improvement Stores:

Famous hypermarkets, supermarkets, and home improvement stores will have an alley specialized for displaying pet food, pet care, and toy products. If they have an online store, they will also list them there so customers can order them online and get them delivered. To name a few, [Tamimi markets](#), [Lulu](#), [Panda](#) and [Al Danoub](#). [SACO](#) is a home improvement store that sells pet food.

**Pic:3 Tamimi's Pet food alley.**



**Source:** Taken by FAS Riyadh Staff

## Pet Stores

The number of pet stores is increasing rapidly in Riyadh, Jeddah, and the Eastern province, with various brands and origins of pet food to serve the growing demand. Many pet stores started expanding by creating their own store chains and an e-commerce platform. The increasing population in Saudi Arabia increased the demand for real estate and new urban developments. This led to the opening of new stores or branches of existing stores in those new areas.

One of the pioneers in the Saudi pet food sector, which started in 2005 as a retailer and is now the market leader in the B2B market, besides being a retailer, is [Muntgat](#). They are exclusive agents/importers, not only in Saudi but also in the GCC, for more than 40 international brands.

Muntajat created a B2B online platform to serve the recent market expansion, allowing other retailers to shop and place orders online. Their management stated there is a good opportunity; if any new brand wants to enter the market, it should be high-quality and well-marketed. Customers in Saudi are price-sensitive, so most customers are looking for the best quality at a competitive price.

## E-commerce

Famous international and local general e-commerce websites will have a section designated for pet food with a wide range of variety and brands serving different pet breeds and ages.

In recent years, there has been a growing preference for online shopping in Saudi Arabia because of its convenience. This has led many entrepreneurs to start pet food and pet care e-commerce websites. Some examples are: [Zarafa](#) , [Panda pet store](#) , [Petsy](#), [Lateef pets](#), and [Baboon store](#).

## Pet food brands/companies in Saudi Arabia

### I. Local Brands

Starting on the local front, Saudi Arabia is home to several emerging pet food brands making significant strides in the market:

- **[Delicious Food Factory \(DFF\)](#)**: established in 2020, it is a pioneering pet food manufacturer in the Middle East, producing well-known brands like Horayra and Purevet for cats and Kulaib for dogs. DFF announced the largest pet food factory in the Middle East to meet rising demand. It is expected to be completed by 2026. Located north of Riyadh, the facility will produce dry and wet pet food.
- **[Majestic Pet Food](#)**: focuses on delivering natural, well-balanced meals for cats and dogs, all produced locally in Saudi Arabia. Their products are widely available in pet stores across the country.
- **[Soluky Pet Food](#)**: is a Saudi-born brand founded by pet owners passionate about providing high-quality ingredients and organic nutrition, and they deliver it to customers weekly.
- **[Logma](#)**: is an expanding Saudi brand that was established recently. Providing a wide variety of cat dry and wet food. Logma is marketed as a 100% natural meat with no grains. They do not produce locally, but they have indicated they intend to manufacture in Saudi Arabia.



### II. International Brands

Compared to the more recently established local brands, international brands hold a good position in the Saudi pet food market. This is attributed mainly to their longer history within the Kingdom and the wide variety of products they offer. The following table details the top global brands in the Saudi market and their substantial market share, underscoring the heavy influence of international players.

**Table 2. Market share of the top 10 international pet food brands in Saudi Arabia**

No	Brand Name	Company Name	2022	2023
1	Whiskas	Mars Inc	30.4	31.3
2	Royal Canin	Mars Inc	17.4	15.7
3	Friskies	Nestle SA	10.7	11.2
4	Sheba	Mars Inc	4.3	4.6
5	Fancy Feast	Nestle SA	3.3	3.6
6	Felix	Nestle SA	3.2	3.4
7	Kitekat	Mars Inc	2.7	2.5
8	Hill's	Colgate- Palmolive Co	2.1	2.0
9	Pedigree	Mars Inc	1.8	1.9
10	Schesir	Agras Delic SpA	1.4	1.4

**Source:** Euromonitor LLC

### **Effective Strategies for Marketing Pet Food in Saudi Arabia**

Pet food marketing in Saudi Arabia necessitates establishing contact with local importers and conducting comprehensive market research. Visiting / Participating in the [Saudi Pet & Vet Trade Show](#) may offer valuable insights into potential demand and market dynamics. Securing an appropriate partner for brand representation and distribution is a significant factor in success. Marketing efforts should underscore the product's quality and health benefits, aligning with the growing emphasis on pet well-being among owners here in Saudi. Utilizing social media platforms through partnerships with local influencers presents a highly effective means of engaging the pet-loving community.

For those interested in marketing pet food ingredients or additives, direct engagement with local brands is identified as the most direct strategy besides visiting the trade show.

### **Pet food general requirements for Saudi Arabia**

According to the Saudi Food and Drug Authority (SFDA) and the Gulf Technical Regulations, there is a standard specification that pertains to the general requirements for packaged pet food including labeling requirements, which is "General Requirements for Pet Foods SFDA.FD 45." Also, SFDA [website](#) contains related guidelines, including:

1. Feed Product Registration Guide.
2. General Requirements for Packing and Packaging Feed Products
3. Technical Regulation for Contaminants in Feed (SFDA.FD 5020:2023)
4. [Requirements of Advertising Food, Feed and Public Health Pesticides Guideline](#)

## Further Information

Saudi importers, agents, or pet food distribution companies typically attend large trade shows such as [Saudi Agriculture](#) and the [Saudi Pet & Vet Trade Show](#) in Riyadh. A pet food trade show in Saudi can be helpful to visit before deciding to enter the market and promote a product. If an American pet food company wants to export to the Saudi market, its products must be registered in the Saudi Food and Drug Authority ([SFDA](#)) system.

<b>Post Contact Information:</b>  Office of Agricultural Affairs, U.S Embassy, Tel: 966-11-488-3800 Ext. 4351 Internet E-Mail Address: <a href="mailto:Agriyadh@usda.gov">Agriyadh@usda.gov</a>	<b>OAA Riyadh Reports:</b>  OAA Riyadh reports on the Saudi food industry can be found <a href="#">here</a> .
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## Attachments:

No Attachments.