



MARKETING *Club* 141st

141st Marketing Club
100th Business Club
27th Cairo Club



Pet Animal Products Marketing



LIVE WEBINAR

JOIN FREE

Date	Time	Time	Time	Place
11-6-24 Tuesday	10 pm	KSA & Egypt		Online Zoom



Instructor
Dr. Ramy Bennawy
General Manager

CLUB FOUNDER, HOST
DR. MAHMOUD BANGAT
LEGENDARY DIRECTOR

Background:

Mr. Ramy Bennawy.

He is one of the most interested in pets, especially dogs, and that is why he started his journey in this field with the aim of providing the best for each pet, and he took it upon himself to take care of them by providing them with the best types of healthy and useful food, and he always assures the work team that helps him in that by saying "We serve customers who cannot express themselves, and that's why we have a greater responsibility to always provide them with the best " .



The Beginning Was When We Contracted with The German Mera Company as The Exclusive Agent for All Its Products in Egypt And the Middle East, Then Contracts Continued with A Number of Distinguished Brands in Various Fields of Pet Feed; In the Year 2016, Ram Company Headed Towards Industrialization, To Make A Breakthrough in The Field of Manufacturing and Producing Local Fodder, By Using the Finest and Best Types of Materials and Appropriate Ingredients That Guarantee the Breeder the Distinguished Care of The Pet That He Has.

The Company Launched the First Egyptian Brand Under the Name "**Migma**", From Which A Number of Diversified Products Emerged. After Years of Research and Development, A Brand Called " **OZZO** " Was Launched as The Best Local Product High Quality.



SHARPEN

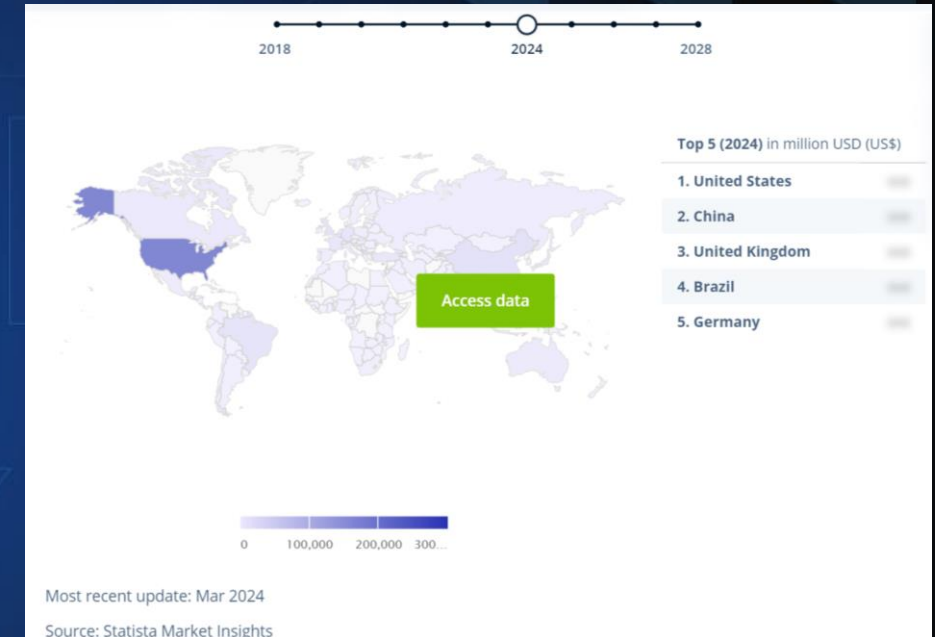
Global Market Overview

YOUR SKILLS



Pet Food Global Market Size

- Revenue in the Pet Food market amounts to US\$149.90bn in 2024. The market is expected to grow annually by 5.56% (CAGR 2024-2028).
- In global comparison, most revenue is generated in the United States (US\$58,420m in 2024).
- In relation to total population figures, per person revenues of US\$19.34 are generated in 2024.
- In the Pet Food market, volume is expected to amount to 59.47bn kg by 2028. The Pet Food market is expected to show a volume growth of 3.2% in 2025.
- The average volume per person in the Pet Food market is expected to amount to 6.8kg in 2024.



Global Customers Behavior:

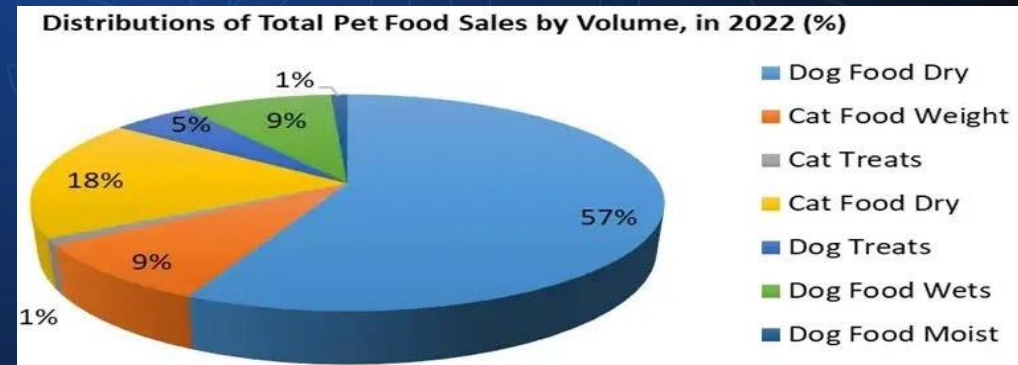
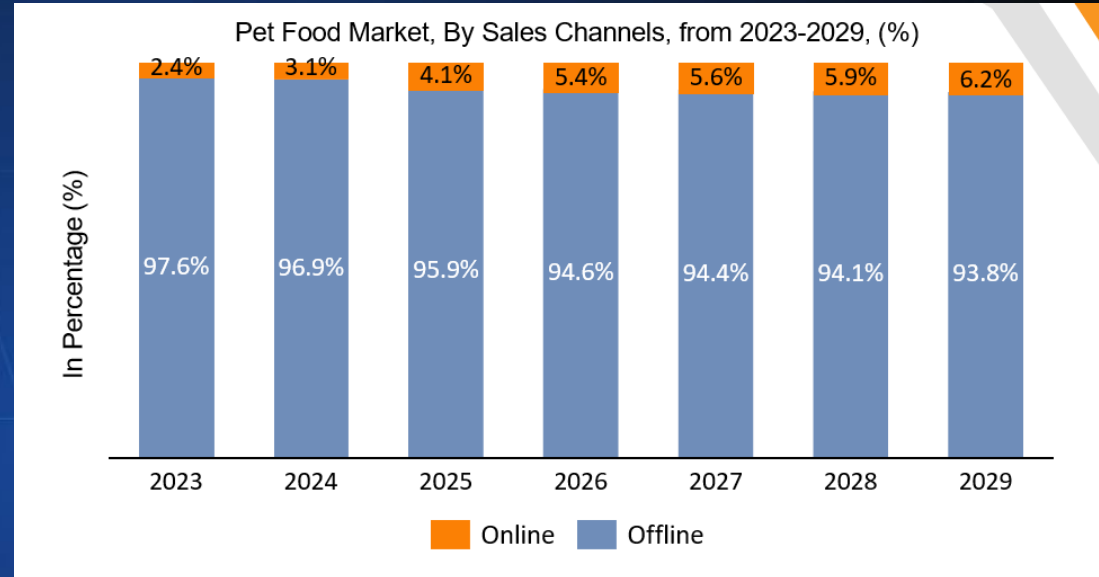
Breeder Preference - Offline Shopping:

Breeders show a preference for purchasing pet food offline rather than online.

Dominance of Dry Food Segment: In 2022, the dry food segment captured the largest market share, driven by its widespread popularity and affordability.

Convenience and Affordability: Dry food is favored for its convenience and cost-effectiveness, providing essential nutrition for pets.

Rising Demand for Personalized Nutrition: A growing trend is observed in personalized pet nutrition, with an emphasis on innovation to meet pets' unique needs and lifestyles.



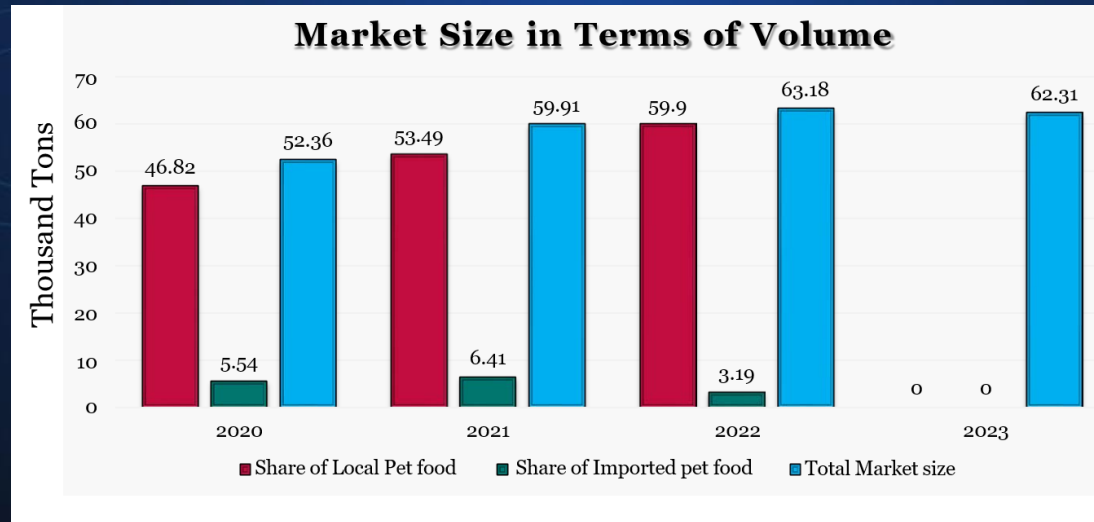
SHARPEN YOUR SKILLS

Egyptian Market Overview

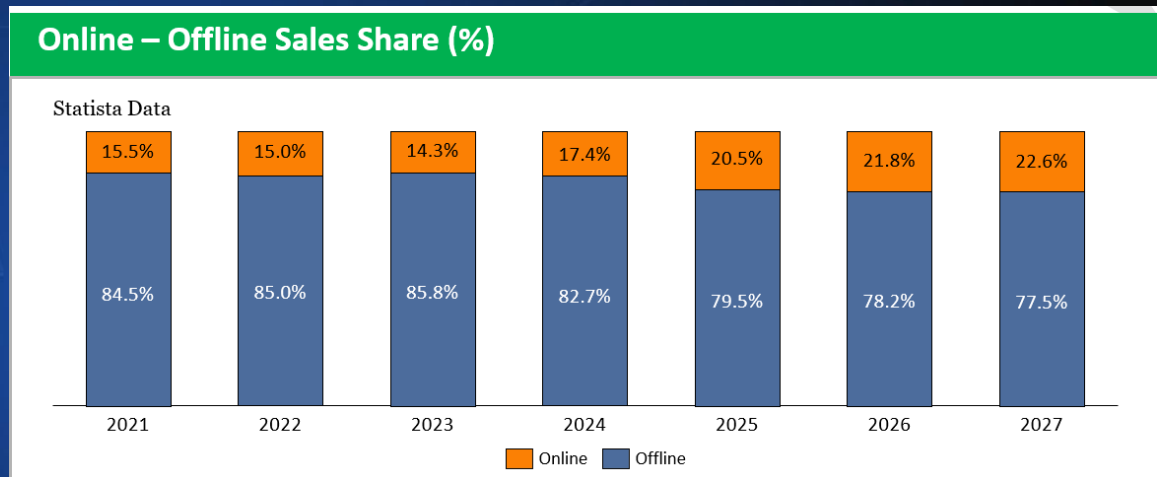


Egyptian Pet Food Market Size

- Revenue in the Pet Food market amounts to US\$130.60m in 2024. The market is expected to grow annually by 7.77% (CAGR 2024-2028).
- The Egyptian Pet Food Market Size in 2023 more than 62 Thousand Tons , The Market is expected to grow up to 68 thousand tons in 2028 .
- In global comparison, most revenue is generated in the United States (US\$58,420m in 2024).
- In relation to total population figures, per person revenues of US\$1.14 are generated in 2024.
- In the Pet Food market, volume is expected to amount to 66.75m kg by 2028. The Pet Food market is expected to show a volume growth of 1.4% in 2025.
- The average volume per person in the Pet Food market is expected to amount to 0.6kg in 2024.

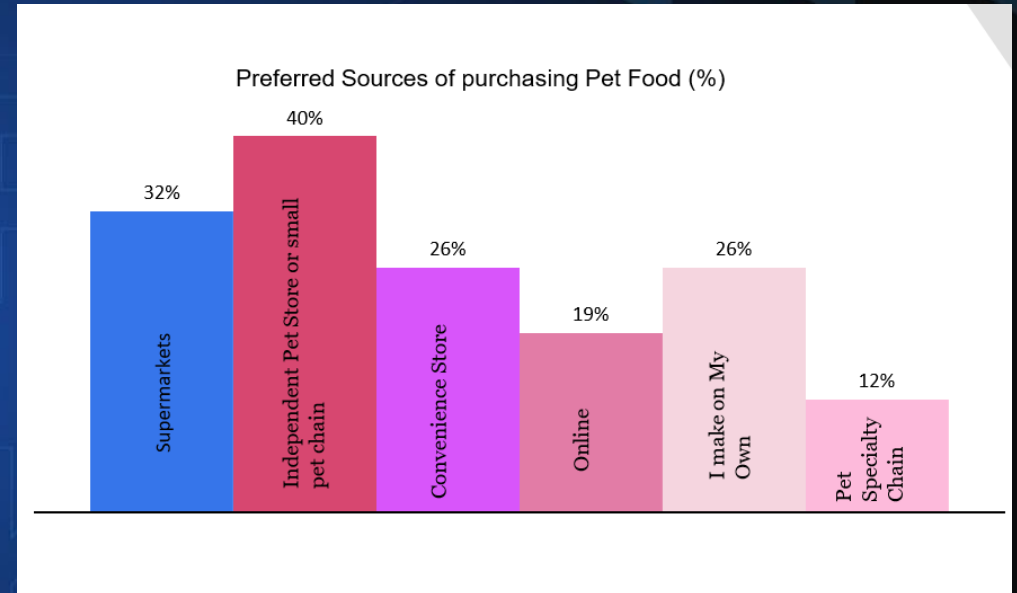


- **Updated Data:** The distribution between offline and online sales shares was recently updated on Statista in March 2024.
- **Online Sales Growth:** The online sales share increased to 14.3% in 2023, indicating substantial growth compared to previous years
- **Future Projection:** Projections suggest that online sales are expected to further rise to 22.6% by 2027, showcasing a significant shift towards e-commerce platforms in pet food retail.



Purchasing Behavior

- ❑ Independent Pet Stores or small pet chains lead with a significant 40%, followed closely by Supermarkets at 32%.
- ❑ Breeders making their own food and choosing Convenience Stores both account for a notable 26%.
- ❑ Pet Specialty Chain captures a lower percentage at 12%, while online purchases stand at 19%.



- **Growing Market:** Pet ownership is on the rise, fueled by factors like increasing disposable income and pet humanization (treating pets like family). This translates to a growing demand for pet food .
- **Value vs. Premium:** There's a struggle between affordability and desire for quality. While pet owners seek premium, healthy options, high inflation forces many to choose value brands or even prepare food at home .
- **E-commerce Boom:** The pet care industry is witnessing a surge in online sales, offering convenience to busy pet parents .
- **Cat Food Reigns Supreme:** The cat food segment is experiencing robust growth, likely due to the rising popularity of feline companions .



Egyptian pet food consumer habits:

Shifting Priorities:

Value vs Premium: Recent economic conditions have made affordability a top concern. While a desire for high-quality, healthy pet food exists, many pet owners turn to budget-friendly options or even prepare homemade meals .

Local Brands:

Due to import restrictions and currency fluctuations, locally produced pet food is experiencing a boom. These brands offer a more affordable alternative to previously dominant foreign brands .

Humanization of Pets:

Egyptians are increasingly viewing pets as family members, leading to a potential rise in premium pet food purchases in the future, as economic conditions improve .

E-commerce Growth:

Online pet food sales are on the rise, providing convenience for busy pet owners



The pet food industry faces a major challenge due to the inability to determine the end consumer of the products, given that the end consumer is the pet, but the purchasing power is represented by the breeder.

This necessitates choosing the message directed to customers, as the customers' message is influenced by their interests at the moment of purchase. Based on our research, I will present to you the results of a survey of how customers think and choose.



Who makes the purchasing decision?

Given what we have explained about the difficulty of identifying the person who makes the purchasing decision, there are two dimensions: the first is that the breeder is the one who makes the decision, and this dimension is achieved if the breeder is an adult. And be able to afford his pet's food supplements and care. The second trend is for the purchase decision maker to be a family member, such as the father or mother. This is if the pet owner is under the legal age, such as a child, or does not have a job.



Who influences the purchasing process?

1

Pet Doctors

For the majority of clients, doctors are their primary choice when it comes to trusting recommendations. Nevertheless, doctors only recommend specific brands that they are absolutely certain will not pose any health risks

2

Pet Stores

Pet stores rank as the second most significant source of information, offering a variety of brands and recommendations. The seller should be highly trusted, ideally with a long history of service to the client

3

Friends

Friends' experiences are regarded as an important source of information



What are the primary criteria customers base their purchases on?

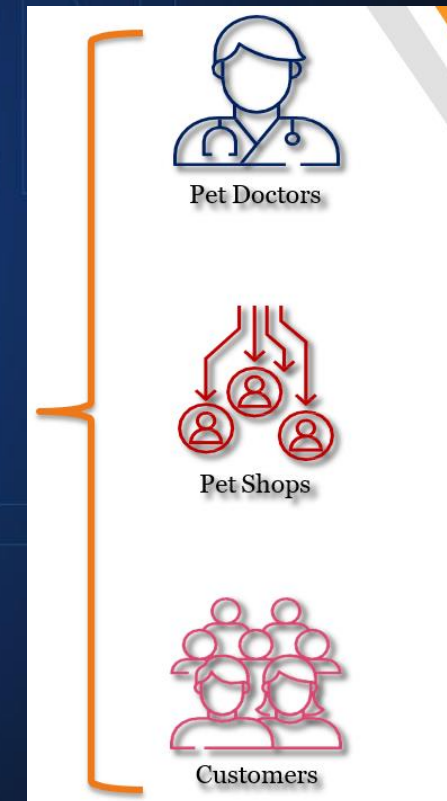
- 1 Price**

Recently, following a period of high inflation, many clients have moved towards the most competitively priced products. This preference varies depending on the social class and budget of the clients.
- 2 Quality**

The quality factor encompasses several elements, such as;

 - The nutritional content of the food.
 - Market reputation
 - Its status as an imported product.
- 3 Pet appetite**

The pet plays a crucial role in selecting its food based on its appetite and willingness to accept the food.



Due to Egyptian customers criteria What does quality mean to you??



Health Condition

The pet's overall health while consuming a specific brand of food should be good, which is reflected in healthy nails and fur



Smell

High-quality dry food should have a pleasant smell, while wet food should smell fresh.



Nutritional Value

It's essential to provide pets with the necessary nutrition for good health, with protein and salt being the most important elements.



Dry Pellets

The size and shape of the pellets should be intact, not crushed. Colored pellets may indicate the presence of artificial colors, which are not ideal for pet health.

What is the percentage of reliance on dry food?



0 -10%: Dog owners reported that their dogs refused to eat any brand of dry food. Additionally, a **pet doctor** noted in the IDIs that many dogs reject local brands of dry food due to their low protein content.

Homemade food emerges as the second preferred type of food that owners rely on.

Wet food is not highly favored among the sampled participants.



As for the aspirations of the Egyptian consumer to introduce new products to the market such as **TREATS** :



- Marketing Objectives

Raising awareness of the company's brands through advertising campaigns

Increase sales volume by promoting products and services provided by our company

Reach new customers and convert them from potential customers to actual customers who prefer to engage with the marketing company over other competing companies

Increase the size of the company's profits, which is the common goal of all divisions within the companies in general.

Work to develop customer relationships and build trust and loyalty that ensures customers deal with the same company over relatively long periods

Raise the company's share and share in the labor market by attracting more customers than competitors



- Marketing Objectives

Global Market: After the success that was achieved in Egypt, we are moving strongly to penetrate some Arab countries, such as Saudi Arabia, where we have two agents, and the Emirates, where we have a branch of the company there and a joint partner, and we are currently penetrating the Iraqi market and the Jordanian market



Our Plan :



ATL



Outdoors



TV Ads



Short ads

Led Screen

Billboards

Radio



Tips

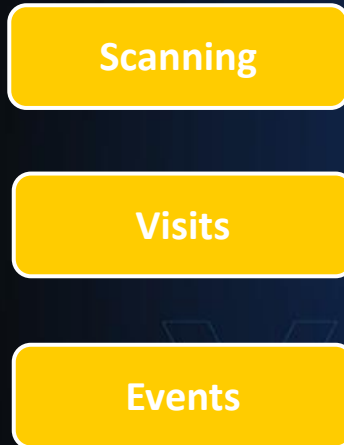
Competitions

Radio Ads

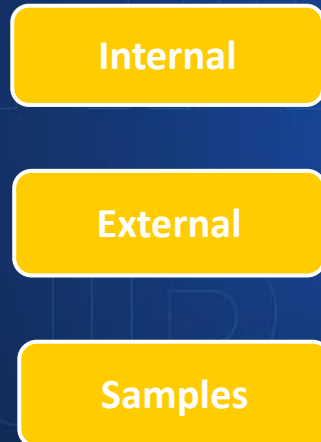


BTL

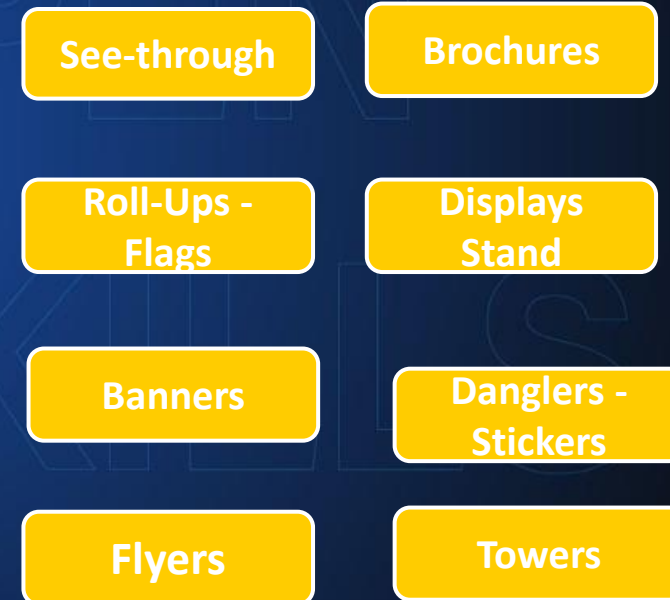
On – Ground Activation



Giveaways



POS Materials



On – Ground Activation

Events			
1	The Dog Show	Oubor City	
2	أليف	Cairo	
3	Dog Walk	Alex	
Exhibit			
1	pet world arabia		
2	Gulfood		
3	Saudi pet & vet Expo		
Café			
1	The Dog Café	Al Guezira Street, 6 October City	
2	Eastwind	26 th of July Corridor – Abu Rawash – 6 th Of October	
3	جروى Garwy		

POS Materials



TTL



Social Media

Monthly
Callender

Media Buying

Influencers
Campaign



Website

SEO

Google Ads



Social Media

Migma®





The Company Launched the First Egyptian Brand Under the Name "**Migma**", From Which A Number of Diversified Products Emerged

Cat Products



Migma Adult Cat

Dog Products



Migma Adult Dog



Migma Biscuits Chicken



Migma Biscuits Salmon



Migma Biscuits Beef









SHARPEN
YOUR SKILLS

ozzo

FAMILY'S FIRST CHOICE



After Years of Research and Development, A Brand Called "**OZZO**" Was Launched as The Best Local Product High Quality That Includes A Variety of Products



Cat Products



OZZO Adult Cat



OZZO Kitten

Dog Products



OZZO Adult Dog



OZZO Puppy





The advertisement features a light blue background with a large, stylized white cloud shape in the center. Inside the cloud, the Arabic text "أوزو فيه اللي يعوزو" (Ozzo Feih el-Lay Yezozu) is written in a bold, white, 3D font. To the left of the cloud, there is a large white bag of OZZO puppy food, a smaller bag of OZZO adult dog food, and a box of OZZO cat food. The bags and box are labeled "OZZO" and "HIGH PREMIUM". A small blue bowl filled with kibble sits in front of the puppy food bag. In the top left corner, the OZZO logo is displayed with the tagline "FAMILY'S FIRST CHOICE". In the top right corner, there is a small circular inset showing a fluffy brown dog. At the bottom center, a small black and white cat is peeking out from behind a pink surface. The overall design is clean and modern, with a focus on the product and the brand name.



MERA[®]
The Petfood Family



A German pet food brand, and the first product launched by RAM Company in the Egyptian market as the exclusive agent of **Mera**.

Cat Products



MERA CAT Classic



MERA Finest Fit Sensitive Stomach



MERA CAT Fish-Mix



MERA Finest Fit kitten

Dog Products



MERA Essential Junior 1



MERA Essential Reference



MERA Exklusiv Active



MERA Pure Sensitive





Thank You

For your attention

