

Cat Food in Bulgaria

Market Direction | 2023-04-26 | 26 pages | Euromonitor

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Report description:

With the recent spike in inflation caused by the recovery from the pandemic and Russia's invasion of Ukraine gradually easing, growth in cat food current value sales in 2023 is projected to be slower than that recorded in 2022. Conversely, the category looks set to show a moderately improved performance in volume growth terms. This is partly due to growth in Bulgaria's pet cat population, though the primary drivers of volume sales remain pet humanisation, rising awareness of the nutritional and...

Euromonitor International's Cat Food in Bulgaria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Cat Treats and Mixers, Dry Cat Food, Wet Cat Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Cat Food market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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CAT FOOD IN BULGARIA

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Growth in total volume sales picks up as more owners choose prepared cat food

Wet cat food gains ground but dry products remain the most popular

Nestle and Mars remain the overall leaders

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