

## **Other Pet Food in Bulgaria**

Market Direction | 2023-04-26 | 23 pages | Euromonitor

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### **Report description:**

While other pet food is only expected to see total volume sales increase marginally in 2023, growth should be up from 2022. The anticipated improvement is mainly due to rising demand for small mammal food as pets like hamsters and rabbits continue to gain popularity in Bulgaria, especially among families with young children. Volume sales of bird food are also projected to increase slightly in line with growth in the pet bird population. In contrast, with the pet fish population shrinking, fish f...

Euromonitor International's Other Pet 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: Bird Food, Fish Food, Small Mammal/Reptile 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 Other Pet 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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Euromonitor International  
April 2023

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Other pet food sales via e-commerce platforms continue to increase

Dajana and Vitakraft are the top two companies in value terms

##### PROSPECTS AND OPPORTUNITIES

Overall demand likely to be subdued by declines in pet fish, bird and reptile numbers

Fish food set to be a key beneficiary of consumer migration to prepared products

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