

Pet Products in Bulgaria

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

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Report description:

With the recent inflationary surge brought about by the global recovery from the pandemic and Russia's invasion of Ukraine gradually subsiding, pet products looks set to experience a slowdown in total current value sales growth in 2023. Nonetheless, it should still register an impressive performance in this respect, as rising pet ownership in Bulgaria and pet humanisation continue to boost demand for a wide variety of product types. In particular, as owners become more inclined to see pets - pri...

Euromonitor International's Pet Products 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 Litter, Other Pet Products, Pet Healthcare.

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

Why buy this report?

- * Get a detailed picture of the Pet Products 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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KEY DATA FINDINGS

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Other pet products grows fastest in value terms as overall demand remains buoyant

Trading down by consumers helps Sanicat claim the top spot in cat litter

Value share of pet shops and superstores rises following several years of decline

PROSPECTS AND OPPORTUNITIES

Rising pet ownership and humanisation trend will continue to drive demand

Price competition likely to intensify

More eco-friendly and high-tech products expected to gain popularity

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