

Dog Food in Turkey

Market Direction | 2023-05-15 | 28 pages | Euromonitor

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Report description:

The prolonged period of lockdown measures and home seclusion that followed the outbreak of COVID-19 fuelled a boom in dog ownership in Turkey over 2020-2022. The expansion of the pet dog population has since slowed, as the return to pre-pandemic routines and the rising cost of living have recently made many people less inclined to acquire new pets, and resulted in more dogs being abandoned or surrendered to shelters. Consequently, growth in total dog food volume sales in 2023 looks set to be dow...

Euromonitor International's Dog Food in Turkey 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: Dog Treats and Mixers, Dry Dog Food, Wet Dog 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 Dog 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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Growth in total volume sales remains impressive despite slowdown

Mid-priced segment benefits most from trading down as cost of living soars

Voluntary feeding of stray dogs buoys demand for economy products

PROSPECTS AND OPPORTUNITIES

More vet visits should fuel migration to prepared food and encourage trading up

Success of healthy raw food start-ups likely to inspire innovation by prepared brands

Economy segment will continue to benefit from widespread feeding of stray dogs

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