

Pet Products in Turkey

Market Direction | 2023-05-15 | 24 pages | Euromonitor

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Report description:

Together with rising urbanisation, growth in the cat population and the number of cat-owning households in Turkey has continued to buoy demand in cat litter in 2023. With soaring inflation driving up unit prices and eroding purchasing power, the category has seen a significant increase in trading down to more basic but affordable options. Pet shops and superstores operators have responded by rationalising their higher-end assortments and allocating more shelf space to economy products. At the sa...

Euromonitor International's Pet Products 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: 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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Other pet products continues to profit from recent spike in dog ownership

Pet shops and superstores lose ground to e-commerce and grocery retailers

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Humanisation trend and more frequent vet visits will boost demand in pet healthcare

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