

## **Cat Food in Bulgaria**

Market Direction | 2024-04-29 | 26 pages | Euromonitor

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### **Report description:**

Cat food in Bulgaria is expected to continue increasing in both volume and value sales in 2024. 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 health benefits of prepared food products and increasing appreciation of the greater convenience they provide compared to home-made alternatives. Even among the many people who regularly feed stray cats in their localities, there is...

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 2019-2023, 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 2028 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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April 2024

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Wet cat food continues to gain momentum while dry cat food remains the most popular

Nestle and Mars retain the outright lead, though private label gains momentum

##### PROSPECTS AND OPPORTUNITIES

Stronger growth in volume than current value sales in cat food over the forecast period

Nestle and Mars retain the lead while Royal Canin extends its specialisation in segmented products

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