

## **Dog Food in Bulgaria**

Market Direction | 2024-04-29 | 27 pages | Euromonitor

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### **Report description:**

Value sales of dog food in Bulgaria are set to experience moderate growth in 2024. Much of this growth will be based on the further penetration of prepared food due to pet owners' higher awareness of the health and nutritional benefits of industrial food. Many Bulgarians have remained willing to trade up despite the high cost of living, which is testament to the strength of the pet humanisation trend, which gained momentum during the latter part of the review period as people spent more time at...

Euromonitor International's Dog 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: 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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Positive outlook for dog food thanks to the humanisation trend, growth in the dog population and rising health awareness

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