

Dog Food in Turkey

Market Direction | 2024-05-03 | 28 pages | Euromonitor

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Report description:

Dog food in Turkey is feeling the impact of the slowed expansion of the pet dog population in 2024, as the full return to pre-pandemic routines and rising living costs have recently undermined the inclination to acquire new pets for many people. Having a dog, especially a medium- or large-size dog, size and big size dog, is becoming more expensive in terms of pet food. Moreover, as average house-size and households are getting smaller, many Turkish consumers are opting for cats over dogs.

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 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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