

Other Pet Food in Bulgaria

Market Direction | 2024-04-29 | 23 pages | Euromonitor

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Report description:

The majority of categories in other pet food are set to develop positively in 2024, especially in value as opposed to volume terms due to their price retention at a relatively high level. Category growth will be based mainly on increasing knowledge among the owners of other pets on how to best provide their pets with healthy nutrition. While inflation is slowing, most other pet food ingredients, such as various grains and seeds, remain expensive. Rising demand for small mammal food for hamsters...

Euromonitor International's Other Pet 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: Bird Food, Fish Food, Small Mammal/Reptile 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 Other Pet 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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Euromonitor International
April 2024

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OTHER PET FOOD IN BULGARIA

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Rising demand for small mammal/reptile food and bird food lifts total volume sales

Dajana and Vitakraft remain the leading players in value terms

Pet shops and superstores retain the outright lead in distribution with such players also helping to develop retail e-commerce for other pet food

PROSPECTS AND OPPORTUNITIES

Demand subdued by declines in pet fish, bird and reptile numbers

Pet shops and superstores retain their outright lead in other pet food distribution

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