

## **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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## Table of Contents:

Other Pet Food in Bulgaria  
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### List Of Contents And Tables

#### OTHER PET FOOD IN BULGARIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

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

Pet humanisation boosts sales of higher quality foods and special treats in other pet food over the forecast period

##### CATEGORY INDICATORS

Table 1 Other Pet Population 2019-2024

##### CATEGORY DATA

Table 2 Sales of Other Pet Food by Category: Volume 2019-2024

Table 3 Sales of Other Pet Food by Category: Value 2019-2024

Table 4 Sales of Other Pet Food by Category: % Volume Growth 2019-2024

Table 5 Sales of Other Pet Food by Category: % Value Growth 2019-2024

Table 6 LBN Brand Shares of Bird Food: % Value 2020-2023

Table 7 LBN Brand Shares of Fish Food: % Value 2020-2023

Table 8 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2020-2023

Table 9 Distribution of Other Pet Food by Format: % Value 2019-2024

Table 10 □Forecast Sales of Other Pet Food by Category: Volume 2024-2029

Table 11 □Forecast Sales of Other Pet Food by Category: Value 2024-2029

Table 12 □Forecast Sales of Other Pet Food by Category: % Volume Growth 2024-2029

Table 13 □Forecast Sales of Other Pet Food by Category: % Value Growth 2024-2029

#### PET CARE IN BULGARIA

##### EXECUTIVE SUMMARY

Pet care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for pet care?

##### MARKET INDICATORS

Table 14 Pet Populations 2019-2024

##### MARKET DATA

Table 15 Sales of Pet Food by Category: Volume 2019-2024

Table 16 Sales of Pet Care by Category: Value 2019-2024

Table 17 Sales of Pet Food by Category: % Volume Growth 2019-2024

Table 18 Sales of Pet Care by Category: % Value Growth 2019-2024

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Table 19 NBO Company Shares of Pet Food: % Value 2019-2023

Table 20 LBN Brand Shares of Pet Food: % Value 2020-2023

Table 21 NBO Company Shares of Dog and Cat Food: % Value 2019-2023

Table 22 LBN Brand Shares of Dog and Cat Food: % Value 2020-2023

Table 23 □Penetration of Private Label in Pet Care by Category: % Value 2019-2024

Table 24 □Distribution of Pet Care by Format: % Value 2019-2024

Table 25 □Distribution of Pet Care by Format and Category: % Value 2024

Table 26 □Distribution of Dog and Cat Food by Format: % Value 2019-2024

Table 27 □Distribution of Dog and Cat Food by Format and Category: % Value 2024

Table 28 □Forecast Sales of Pet Food by Category: Volume 2024-2029

Table 29 □Forecast Sales of Pet Care by Category: Value 2024-2029

Table 30 □Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029

Table 31 □Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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