

## Pet Products in Bulgaria

Market Direction | 2024-04-29 | 22 pages | Euromonitor

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### Report description:

The Bulgarian pet products category is expected to grow in 2024 in value terms. Growth will mainly be based on the growing interest and knowledge in caring about pet health, hygiene, wellness and entertainment. Pet humanisation is also ongoing while growing urbanisation and increased numbers of single-person households is strengthening the relationship between people and their pets, making them family members. This process is reflected in the growth of the small dog population because small dogs...

Euromonitor International's Pet Products 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 Litter, Other Pet Products, Pet Healthcare.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- \* Get a detailed picture of the Pet Products 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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Growth in pet grooming boosts sales of dog shampoo

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##### PROSPECTS AND OPPORTUNITIES

Positive development of pet products over the forecast period

Technical innovations and increasing digitalisation characterise pet products over the forecast period

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