

## **Cat Food in Turkey**

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

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### **Report description:**

2024 is seeing the continued preference of cats over dogs in Turkey, benefitting sales in cat food. Cats are smaller than most dogs and so require less food and less space and are generally much lower maintenance, supporting rising cat ownership as cats' independence holds high appeal. These qualities have made cats a particularly popular choice among the growing number of millennials adopting pets to relieve stress and anxiety caused by economic hardship and heightened uncertainty about the cou...

Euromonitor International's Cat 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: Cat Treats and Mixers, Dry Cat Food, Wet Cat 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 Cat 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.

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