

## **Pet Care in Bulgaria**

Market Direction | 2024-04-29 | 52 pages | Euromonitor

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### **Report description:**

Sales of pet care in Bulgaria continued to grow based on the potential of prepared food due to its current low share. Dog and cat food remained the main growth driver of the pet care market as dogs and cats continued to be the main pet population in the country. Value growth continued to be higher than volume growth based on improved pet food quality and price retention at a relatively high level. Furthermore, in 2024, premiumisation returned as pet owners became more accustomed to the signifi...

Euromonitor International's Pet Care 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: Pet Food, Pet Products.

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 Care 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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Distribution trends continue to stimulate switches to prepared dog food

Leading players face share erosion due to competition from new entrants

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Positive outlook for dog food thanks to the humanisation trend, growth in the dog population and rising health awareness

Dog food benefits from wider distribution to smaller towns

The humanisation trend boosts demand for higher quality foods and stimulates the launch of a range of services including dog

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Nestle and Mars retain the outright lead, though private label gains momentum

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