

## Cat Care in Turkey

Industry Report | 2025-09-04 | 39 pages | MarketLine

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### Report description:

Cat Care in Turkey

Summary

Cat Care in Turkey industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

- The cat care market includes retail sales of cat food, cat litter, cat treats & milk, and cat toys. The cat food segment covers dry cat food, kitten food, and moist cat food. The cat litter segment includes silica-based litters, clumping clay litter, and non-clumping clay litters. The cat treats & milk segment includes soft treats, crunchy treats, dehydrated fish or meat treats, dental treats, etc. The cat milk segment covers powdered cat milk formulas, flavored cat milk drinks, etc. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Turkish cat care market recorded revenues of \$164.0 million in 2024, representing a compound annual growth rate (CAGR) of 3% between 2019-24.
- The cat food segment accounted for the market's largest proportion in 2024, with total revenues of \$138.1 million, equivalent to 84.2% of the market's overall value.
- During 2019-24, the Turkish cat care market expanded at a moderate pace, driven by rising pet ownership, especially in urban households where cats are more suitable for apartment living.

### Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the cat care market in Turkey

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the cat care market in Turkey
- Leading company profiles reveal details of key cat care market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Turkey cat care market with five year forecasts by both value and volume

## Reasons to Buy

- What was the size of the Turkey cat care market by value in 2024?
- What will be the size of the Turkey cat care market in 2029?
- What factors are affecting the strength of competition in the Turkey cat care market?
- How has the market performed over the last five years?
- Who are the top competitors in Turkey's cat care market?

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