

## **Dog Care in Turkey**

Industry Report | 2025-09-04 | 40 pages | MarketLine

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### **Report description:**

Dog Care in Turkey

Summary

Dog Care in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 dog care market includes retail sales of dog chews & treats, dog food, and dog toys. The dog chews & treats segment covers rawhide chews, natural animal part chews, dental chews, pressed bone chews, jerky treats, functional treats, soft & chewy treats, freeze-dried treats, etc. Dog food segment includes dry dog food, moist dog food, and puppy food. Dog toys segment covers plush & soft toys, tug toys, fetch & retrieval toys, chew toys, water toys, etc. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Turkish dog care market recorded revenues of \$116.3 million in 2024, representing a compound annual growth rate (CAGR) of 1% between 2019-24.
- The dog food segment accounted for the market's largest proportion in 2024, with total revenues of \$108.8 million, equivalent to 93.5% of the market's overall value.
- The Turkish dog care market recorded sluggish growth during 2019-24, due to the constant inflationary pressure in the country, resulting in volatile disposable income during the review period, leading to a decline in spending on non-essential dog care products.

Scope

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- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the dog care market in Turkey
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the dog care market in Turkey
- Leading company profiles reveal details of key dog care market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Turkey dog care market with five year forecasts

#### Reasons to Buy

- What was the size of the Turkey dog care market by value in 2024?
- What will be the size of the Turkey dog care market in 2029?
- What factors are affecting the strength of competition in the Turkey dog care market?
- How has the market performed over the last five years?
- What are the main segments that make up Turkey's dog care market?

#### Table of Contents:

##### Table of Contents

##### 1 Executive Summary

###### 1.1. Market value

###### 1.2. Market value forecast

###### 1.3. Category segmentation

###### 1.4. Geography segmentation

###### 1.5. Market share

###### 1.6. Market rivalry

###### 1.7. Competitive landscape

##### 2 Market Overview

###### 2.1. Market definition

###### 2.2. Market analysis

##### 3 Market Data

###### 3.1. Market value

##### 4 Market Segmentation

###### 4.1. Category segmentation

###### 4.2. Geography segmentation

###### 4.3. Market distribution

##### 5 Market Outlook

###### 5.1. Market value forecast

##### 6 Five Forces Analysis

###### 6.1. Summary

###### 6.2. Buyer power

###### 6.3. Supplier power

###### 6.4. New entrants

###### 6.5. Threat of substitutes

###### 6.6. Degree of rivalry

##### 7 Competitive Landscape

###### 7.1. Market share

###### 7.2. Who are the leading players in the Turkish dog care market?

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- 7.3. Which companies have been most successful in increasing their market shares during (2019-24)?
- 7.4. Which companies market shares have suffered in the last 5 years (2019-24)?
- 7.5. What are the most popular brands in the Turkish dog care market?
- 7.6. What have been the most significant developments in the Turkish dog care market during 2024?

## 8 Company Profiles

- 8.1. Nestle SA
- 8.2. Mars Inc
- 8.3. Lider Pet Food Yem San ve Tic AS
- 8.4. Tropikal Bahce ve Evcil Hayvan Urunleri Tic ve San AS

## 9 Macroeconomic Indicators

- 9.1. Country data

## 10 Appendix

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

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