

## 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?

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8 Company Profiles

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