

Other Pet Food in Bulgaria

April 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising demand for small mammal/reptile food and bird food lifts total volume sales
Dajana and Vitakraft remain the leading players in value terms
Pet shops and superstores retain the outright lead in distribution with such players also helping to develop retail e-commerce for other pet food

PROSPECTS AND OPPORTUNITIES

Demand subdued by declines in pet fish, bird and reptile numbers
Pet shops and superstores retain their outright lead in other pet food distribution
Pet humanisation boosts sales of higher quality foods and special treats in other pet food over the forecast period

CATEGORY INDICATORS

Table 1 - Other Pet Population 2019-2024

CATEGORY DATA

- Table 2 - Sales of Other Pet Food by Category: Volume 2019-2024
- Table 3 - Sales of Other Pet Food by Category: Value 2019-2024
- Table 4 - Sales of Other Pet Food by Category: % Volume Growth 2019-2024
- Table 5 - Sales of Other Pet Food by Category: % Value Growth 2019-2024
- Table 6 - LBN Brand Shares of Bird Food: % Value 2020-2023
- Table 7 - LBN Brand Shares of Fish Food: % Value 2020-2023
- Table 8 - LBN Brand Shares of Small Mammal/Reptile Food: % Value 2020-2023
- Table 9 - Distribution of Other Pet Food by Format: % Value 2019-2024
- Table 10 - Forecast Sales of Other Pet Food by Category: Volume 2024-2029
- Table 11 - Forecast Sales of Other Pet Food by Category: Value 2024-2029
- Table 12 - Forecast Sales of Other Pet Food by Category: % Volume Growth 2024-2029
- Table 13 - Forecast Sales of Other Pet Food by Category: % Value Growth 2024-2029

Pet Care in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

Pet care in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for pet care?

MARKET INDICATORS

Table 14 - Pet Populations 2019-2024

MARKET DATA

- Table 15 - Sales of Pet Food by Category: Volume 2019-2024
- Table 16 - Sales of Pet Care by Category: Value 2019-2024
- Table 17 - Sales of Pet Food by Category: % Volume Growth 2019-2024
- Table 18 - Sales of Pet Care by Category: % Value Growth 2019-2024
- Table 19 - NBO Company Shares of Pet Food: % Value 2019-2023
- Table 20 - LBN Brand Shares of Pet Food: % Value 2020-2023
- Table 21 - NBO Company Shares of Dog and Cat Food: % Value 2019-2023
- Table 22 - LBN Brand Shares of Dog and Cat Food: % Value 2020-2023
- Table 23 - Penetration of Private Label in Pet Care by Category: % Value 2019-2024
- Table 24 - Distribution of Pet Care by Format: % Value 2019-2024

Table 25 - Distribution of Pet Care by Format and Category: % Value 2024
Table 26 - Distribution of Dog and Cat Food by Format: % Value 2019-2024
Table 27 - Distribution of Dog and Cat Food by Format and Category: % Value 2024
Table 28 - Forecast Sales of Pet Food by Category: Volume 2024-2029
Table 29 - Forecast Sales of Pet Care by Category: Value 2024-2029
Table 30 - Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029
Table 31 - Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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