



# Pet Products in Turkey

June 2026

Table of Contents

## KEY DATA INSIGHTS

### 2026 DEVELOPMENTS

Pet Products Summary

### INDUSTRY PERFORMANCE

Strong Premiumisation and Economic Pressures Shape Robust Value Growth

Cat Litter Leads Sales with Polarisation, Driving Distinct Consumer Segments

Brands Expand Wellness and Apparel Lines to Capitalise on Premiumisation

Chart 1 - Value Sales 2021-2031

Chart 2 - Value Sales by Category 2026

### WHAT'S NEXT?

Urban Pet Owners to Drive Value Growth through Humanisation and Health Focus

Cat Litter to Maintain Its Sales Lead, While Pet Health Care Leads Dynamic Growth

E-Commerce and Health Innovation to Reshape Retail and Product Strategies

Chart 3 - Forecast Value Sales 2021-2031

Chart 4 - Forecast Value Sales by Category 2026-2031

### COMPETITIVE LANDSCAPE

Multinational and Local Brands Sustain Fragmented Landscape with Stable Leadership

Inflation-Driven Polarisation Boosts Affordable Formats and Omnichannel Growth

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

### CHANNELS

Specialist and Discount Retailers Adapt to Inflation-Driven Consumer Polarisation

E-Commerce Surges, Offering Convenience, Broader Assortments, Competitive Pricing and Innovation

Chart 7 - Retail Channels 2021-2026

### PRODUCTS

Owners' Humanisation and Wellness Focus Drive Premium Innovation

Chart 8 - Botanivo Leverages Pet Health and Wellness with Functional Grooming Solutions

### ECONOMIC CONTEXT

Chart 9 - Economic Context for Pet Products

Chart 10 - Real GDP Growth 2021-2031

Chart 11 - Inflation 2021-2031

### CONSUMER CONTEXT

Chart 12 - Consumer Context for Pet Products

Chart 13 - Population 2021-2031

Chart 14 - Consumer Expenditure 2021-2031

Chart 15 - Population by Generation 2026

### COUNTRY REPORTS DISCLAIMER

[Pet Care in Turkey - Industry Overview](#)

### EXECUTIVE SUMMARY

2026 Development

### KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Pet Care

## INDUSTRY PERFORMANCE

Value Growth Outpaces Volume Amid Rising Inflation and Consumer Caution

Cat Food Leads, Driven by Health Focus and Rising Demand

Cagatay Yem Ve Gida Sanayii as Expands Capacity as Discounters Drive Private Label Offerings

Chart 17 - Discount Chains Are Playing a Leading Role in Private Label

Chart 18 - Value Sales 2021-2031

Chart 19 - Volume Sales 2021-2031

Chart 20 - Value Sales by Category 2026

Chart 21 - Pet Populations 2021-2026

## WHAT'S NEXT?

Owners' Shifting Behaviours to Drive Sustained Premiumisation Amid Inflation Challenges

Cat Food Lead to Expand as Dog Food Set to See Robust Growth through Innovation

Regulatory Shifts and Wellness Focus to Reshape Pet Care Innovation and Competition

Chart 22 - Forecast Value Sales 2021-2031

Chart 23 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Multinational Leaders Reinforce Lead Amid Fragmented Competition

Chart 24 - Analyst Insight for Pet Care

Premium Launches and Localisation Strategies Open Growth Avenues

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

## CHANNELS

Grocery Retailers Lead Amid Inflation-Driven Multi-Channel Shopping

Retail E-Commerce Expands Rapidly, Driven by Convenience and Assortment

Migros Tic As, Petpal Gross and Carrefour Sa Lead Retail Innovation with New Concepts

Chart 27 - Retail Channels 2021-2026

## PRODUCTS

Local Manufacturers Expand Capacity to Counter Inflation and Import Pressures

Chart 28 - Cagatay Yem ve Gida Sanayii AS Capacity Expansion Backed by EBRD Investment

Vetplus and Ultra Pets Broaden Supplements to Meet Wellness Demand

Chart 29 - Expanding Presence and Distribution of Veterinary Nutraceutical Brands

## ECONOMIC CONTEXT

Chart 30 - Economic Context for Pet Care

Chart 31 - Real GDP Growth 2021-2031

Chart 32 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 33 - Consumer Context for Pet Care

Chart 34 - Population 2021-2031

Chart 35 - Consumer Expenditure 2021-2031

Chart 36 - Population by Generation 2026

## COUNTRY REPORTS DISCLAIMER

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/pet-products-in-turkey/report](http://www.euromonitor.com/pet-products-in-turkey/report).