

Pet Care in Bulgaria

April 2024

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- Wet cat food continues to gain momentum while dry cat food remains the most popular
- Nestlé and Mars retain the outright lead, though private label gains momentum

PROSPECTS AND OPPORTUNITIES

- Stronger growth in volume than current value sales in cat food over the forecast period
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- Leading players face share erosion due to competition from new entrants

PROSPECTS AND OPPORTUNITIES

- Positive outlook for dog food thanks to the humanisation trend, growth in the dog population and rising health awareness
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PROSPECTS AND OPPORTUNITIES

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