

# Cat Care in Turkey - Market Summary, Competitive Analysis and Forecast to 2024

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## Abstracts

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### SUMMARY

Cat Care in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The cat care market consists of the retail sale of cat food, cat litter, cat toys, and cat treats & milk. The cat food segment consists of dry cat food, kitten food, and moist cat food. The cat toys segment contains all non-food items bought for cats to play or exercise with, such as balls, soft toys, and interactive toys. The cat treats segment consists of healthy and/or sweet snacks and treats sold specifically for occasional consumption by domestic cats. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2019 exchange rates.

The Turkish Cat care market had total revenues of \$18.9m in 2019, representing a compound annual growth rate (CAGR) of 5.9% between 2015 and 2019.

Market consumption volume increased with a CAGR of 4.8% between 2015-2019, to reach a total of 18.4 million kilograms in 2019.

Despite increasing price-sensitivity, humanization continues to be a growing trend in Turkey, with pet owners increasingly viewing their pets as part of the family, and treating them to better quality food, products and treatments.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the cat care market in Turkey

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the cat care market in Turkey

Leading company profiles reveal details of key cat care market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Turkey cat care market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the Turkey cat care market by value in 2019?

What will be the size of the Turkey cat care market in 2024?

What factors are affecting the strength of competition in the Turkey cat care market?

How has the market performed over the last five years?

What are the main segments that make up Turkey's cat care market?

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