

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

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Abstracts

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SUMMARY

Dog Care in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 dog care market consists of retail sales of dog food, dog chews & treats, and dog toys. The dog food segment consists of dry dog food, moist dog food and puppy food. The dog chews & treats segment consist of dog chews (edible or hide-based dog products designed to promote dental health through chewing) and other dog treats (all other healthy and/or sweet snacks and treats sold specifically for consumption by domestic dogs). The dog toys segment consists of non-food items bought for dogs to play or exercise with, such as fetch toys, rubber bones and squeaky toys. 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 Dog care market had total revenues of \$58.6m in 2019, representing a compound annual growth rate (CAGR) of 6.6% between 2015 and 2019.

Market consumption volume increased with a CAGR of 4.8% between 2015-2019, to reach a total of 64.6 million kg in 2019.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 4.2% for the five-year period 2019 - 2024, which is expected to drive the market to a value of \$72.0m by the end of 2024.

SCOPE

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 2019?

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

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?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Market share
- 7.2. Who are the leading players in the Turkish dog care market?
- 7.3. Which companies have been most successful in increasing their market shares in the last four years (2015-2019)?
- 7.4. What are the most popular brands in the market?

8 COMPANY PROFILES

- 8.1. Mars, Incorporated
- 8.2. Nestle SA
- 8.3. Colgate-Palmolive Co

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Turkey dog care market value: \$ million, 2015-19
- Table 2: Turkey dog care market volume: million kg, 2015-19
- Table 3: Turkey dog care market category segmentation: \$ million, 2019
- Table 4: Turkey dog care market geography segmentation: \$ million, 2019
- Table 5: Turkey dog care market distribution: % share, by value, 2019
- Table 6: Turkey dog care market value forecast: \$ million, 2019-24
- Table 7: Turkey dog care market volume forecast: million kg, 2019-24
- Table 8: Turkey dog care market share: % share, by value, 2019
- Table 9: Mars, Incorporated: key facts
- Table 10: Mars, Incorporated: Key Employees
- Table 11: Nestle SA: key facts
- Table 12: Nestle SA: Annual Financial Ratios
- Table 13: Nestle SA: Key Employees
- Table 14: Nestle SA: Key Employees Continued
- Table 15: Colgate-Palmolive Co: key facts
- Table 16: Colgate-Palmolive Co: Annual Financial Ratios
- Table 17: Colgate-Palmolive Co: Key Employees
- Table 18: Colgate-Palmolive Co: Key Employees Continued
- Table 19: Colgate-Palmolive Co: Key Employees Continued
- Table 20: Colgate-Palmolive Co: Key Employees Continued
- Table 21: Turkey size of population (million), 2015-19
- Table 22: Turkey gdp (constant 2005 prices, \$ billion), 2015-19
- Table 23: Turkey gdp (current prices, \$ billion), 2015-19
- Table 24: Turkey inflation, 2015-19
- Table 25: Turkey consumer price index (absolute), 2015-19
- Table 26: Turkey exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: Turkey dog care market value: \$ million, 2015-19

Figure 2: Turkey dog care market volume: million kg, 2015-19

Figure 3: Turkey dog care market category segmentation: % share, by value, 2019

Figure 4: Turkey dog care market geography segmentation: % share, by value, 2019

Figure 5: Turkey dog care market distribution: % share, by value, 2019

Figure 6: Turkey dog care market value forecast: \$ million, 2019-24

Figure 7: Turkey dog care market volume forecast: million kg, 2019-24

Figure 8: Forces driving competition in the dog care market in Turkey, 2019

Figure 9: Drivers of buyer power in the dog care market in Turkey, 2019

Figure 10: Drivers of supplier power in the dog care market in Turkey, 2019

Figure 11: Factors influencing the likelihood of new entrants in the dog care market in Turkey, 2019

Figure 12: Factors influencing the threat of substitutes in the dog care market in Turkey, 2019

Figure 13: Drivers of degree of rivalry in the dog care market in Turkey, 2019

Figure 14: Turkey dog care market share: % share, by value, 2019

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