

Pet Healthcare in Turkey - Market Summary, Competitive Analysis and Forecast to 2024

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Abstracts

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SUMMARY

Pet Healthcare 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 pet healthcare market consists of the retail sale of pet supplements, worming treatments, external parasite treatments, grooming products and other pet healthcare products. 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. In the distribution channel breakdown, the 'other specialist retailers' channel refers specifically to specialist pet stores.

The Turkish pet healthcare market had total revenues of \$1.6m in 2019, representing a compound annual growth rate (CAGR) of 6.4% between 2015 and 2019.

Market consumption volume increased with a CAGR of 4% between 2015 and 2019, to reach a total of 0.6 million units in 2019.

The growth of the Turkish market is primarily driven by pet humanization and owners choosing more expensive, private brands of pet healthcare products.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the pet healthcare market in Turkey

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

Leading company profiles reveal details of key pet healthcare market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Turkey pet healthcare market with five year forecasts

REASONS TO BUY

What was the size of the Turkey pet healthcare market by value in 2019?

What will be the size of the Turkey pet healthcare market in 2024?

What factors are affecting the strength of competition in the Turkey pet healthcare market?

How has the market performed over the last five years?

How large is Turkey's pet healthcare market in relation to its regional counterparts?

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