

# Pet Food Market in Bulgaria 2022

<https://marketpublishers.com/r/P39D61AE3E3EEN.html>

Date: November 2022

Pages: 22

Price: US\$ 750.00 (Single User License)

ID: P39D61AE3E3EEN

## Abstracts

Pet food is animal feed intended for consumption by pets. Typically sold in pet stores and supermarkets, it is usually specific to the type of animal, such as dog, cat, as well as bird food or fish. A study by StrategyHelix indicates that the pet food market in Bulgaria is expected to increase by US\$ 140.0 million from 2022 to 2028, garnering a CAGR of 7.3% during the forecast period. Pets provide well-being benefits for people because humans imbue these animals with socially-supportive attributes, that in turn, psychologically translate into experiencing social support from them. Nowadays, the majority of dog and cat owners report that their pet is a family member just like anyone else. The humanization of pets is the main driver for the pet food market. With this increase in humanization, pets are being treated with more care and hygiene, which has increased consumer demand for high-quality pet food products.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value and volume for pet food. The Bulgaria pet food market is segmented on the basis of product, pricing, and retail channel. Based on product, the pet food market in Bulgaria is categorized into cat food, dog food, others. On the basis of pricing, the pet food market in Bulgaria has been segmented into economy pet food, premium pet food. The economy pet food segment held the largest share of the Bulgaria pet food market in 2021 and is anticipated to hold its share during the forecast period. By retail channel, the pet food market in Bulgaria has been segmented into e-commerce, pet specialty stores, supermarkets and hypermarkets, veterinary clinics, others.

The dog food market is further segmented into dry dog food, mixers & treats, and wet dog food. According to the research, the dry dog food segment had the largest share in the pet food market in Bulgaria. Furthermore, the cat food market has been categorized into dry cat food, mixers & treats, and wet cat food. StrategyHelix research indicates that the dry cat food segment occupied the largest share of this market in 2021 and is

expected to draw the highest demand in coming years. The other pet food market is further divided into bird food, fish food, and others.

The Bulgaria pet food market is highly competitive. Top players covered in Bulgaria Pet Food Market Study are Mars Incorporated, Nestle S.A., Lyubimets OOD, Itex EOOD, Ika EOOD, Champion Petfoods LP, VAFO Group a.s., Monge & C. S.p.a., Aquarium Group, Spectrum Brands Holdings Inc., Europets Ltd, Lider Evcil Hayvan Beslenme Urunleri San. Ve Tic. Ltd. sti. Competitive landscape gives a description of the competitive nature of the pet food market in Bulgaria and a description of the leading companies. Key financial deals which have shaped the market in recent years are identified.

#### Report Scope

Product: cat food, dog food, others

Pricing: economy pet food, premium pet food

Retail channel: e-commerce, pet specialty stores, supermarkets and hypermarkets, veterinary clinics, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: Mars Incorporated, Nestle S.A., Lyubimets OOD, Itex EOOD, Ika EOOD, Champion Petfoods LP, VAFO Group a.s., Monge & C. S.p.a., Aquarium Group, Spectrum Brands Holdings Inc., Europets Ltd, Lider Evcil Hayvan Beslenme Urunleri San. Ve Tic. Ltd. sti.

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Bulgaria pet food market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
Study period  
Geographical scope  
Research methodology

### **PART 2. PET FOOD MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRODUCT**

Cat food  
Dog food  
Others

### **PART 4. MARKET BREAKDOWN BY PRICING**

Economy pet food  
Premium pet food

### **PART 5. MARKET BREAKDOWN BY RETAIL CHANNEL**

E-commerce  
Pet specialty stores  
Supermarkets and hypermarkets  
Veterinary clinics  
Others

### **PART 6. KEY COMPANIES**

Mars, Incorporated  
Nestle S.A.  
Lyubimets OOD  
Ittex EOOD  
Ika EOOD  
Champion Petfoods LP  
VAFO Group a.s.

Monge & C. S.p.a.

Aquarium Group

Spectrum Brands Holdings, Inc.

Europets Ltd

Lider Evcil Hayvan Beslenme Urunleri San. Ve Tic. Itd. sti.

About StrategyHelix

Disclaimer

## I would like to order

Product name: Pet Food Market in Bulgaria 2022

Product link: <https://marketpublishers.com/r/P39D61AE3E3EEN.html>

Price: US\$ 750.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P39D61AE3E3EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970