

Pet Food Market in Turkey 2022

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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. According to a report by StrategyHelix, the pet food market in Turkey is set to increase by US\$ 639.0 million during 2022-2028, growing at a CAGR of 14.5% 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 Turkey pet food market is segmented on the basis of product, pricing, and retail channel. On the basis of product, the pet food market in Turkey has been segmented into cat food, dog food, others. By pricing, the pet food market in Turkey has been segmented into economy pet food, premium pet food. The economy pet food segment held the largest revenue share in 2021. Based on retail channel, the pet food market in Turkey is categorized 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. The dry dog food segment held the largest share of the Turkey pet food market in 2021 and is anticipated to hold its share during the forecast period. Furthermore, the cat food market has been categorized into dry cat food, mixers & treats, and wet cat food. In 2021, the dry cat food segment made up the largest share of revenue generated by the pet food market. The other pet food market is further divided

into bird food, fish food, and others.

The Turkey pet food market is highly competitive. Key companies profiled in the report include Nestle S.A., Mars Incorporated, Lider Evcil Hayvan Beslenme Urunleri San. Ve Tic. Itd. sti., LESA YEM VE GIDA TIC. VE SAN. A.S., Cagatay Evcil Hayvan Mamalari Ve Yem Urunleri San. Ve Tic. A.S., Colgate-Palmolive Company, Sadanlar Pet Dis Tic Ltd Sti., Tropikal Bahce ve Evcil Hayvan Urunleri Tic. Ve San. A.S., Morando S.p.A., Spectrum Brands Holdings Inc., Aquarium Group, sera GmbH, Benefit Evcil Hayvan Urunleri San Ve Tic AS, H. von Gimborn GmbH. Competitive landscape gives a description of the competitive nature of the pet food market in Turkey 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: Nestle S.A., Mars Incorporated, Lider Evcil Hayvan Beslenme Urunleri San. Ve Tic. Itd. sti., LESA YEM VE GIDA TIC. VE SAN. A.S., Cagatay Evcil Hayvan Mamalari Ve Yem Urunleri San. Ve Tic. A.S., Colgate-Palmolive Company, Sadanlar Pet Dis Tic Ltd Sti., Tropikal Bahce ve Evcil Hayvan Urunleri Tic. Ve San. A.S., Morando S.p.A., Spectrum Brands Holdings Inc., Aquarium Group, sera GmbH, Benefit Evcil Hayvan Urunleri San Ve Tic AS, H. von Gimborn GmbH

Key Benefits for Stakeholders

Get a comprehensive picture of the Turkey 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

Nestle S.A.
Mars, Incorporated
Lider Evcil Hayvan Beslenme Urunleri San. Ve Tic. ltd. sti.
LESA YEM VE GIDA TIC. VE SAN. A.S.
Cagatay Evcil Hayvan Mamalari Ve Yem Urunleri San. Ve Tic. A.S.
Colgate-Palmolive Company
Sadanlar Pet Dis Tic Ltd Sti.

Tropikal Bahce ve Evcil Hayvan Urunleri Tic. Ve San. A.S.
Morando S.p.A.
Spectrum Brands Holdings, Inc.
Aquarium Group
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