

# **Turkey Pet Food Market, By Pet Type (Dog, Cat, Fish, Others), By Food Type (Dry, Wet, Others), By Distribution Channel (Supermarkets/Hypermarkets, Pet Specialty Shop, Veterinary Clinics, Online), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### **Market Overview**

The Turkey pet food market was valued at USD 313.70 Million in 2024 and is projected to reach USD 465.52 Million by 2030, growing at a CAGR of 6.8% during the forecast period. Market growth is being fueled by rising pet ownership, increasing humanization of pets, and growing awareness regarding pet health and nutrition. Urbanization and the shift toward smaller households have reinforced the role of pets—particularly dogs and cats—as companions, driving demand for premium and specialized pet food. While supermarkets and hypermarkets dominate distribution, e-commerce and online pet stores are rapidly reshaping purchase patterns due to convenience and broader product selection. Urban regions such as Istanbul, Ankara, and Izmir lead consumption owing to higher income levels and rising pet adoption rates. Challenges remain, such as high dependence on imports for premium products, price sensitivity among rural consumers, and limited awareness of nutritional needs. Nevertheless, increased local investment, growing veterinary services, and expanding digital retail channels are supporting deeper market penetration. The competitive landscape is also evolving as brands—both domestic and international—innovate in formulations, packaging, and branding to cater to evolving consumer expectations and pet care preferences.

## Key Market Drivers

### Rising Pet Ownership and Humanization of Pets

The increasing prevalence of pet ownership in Turkey, especially in urban centers, is a major driver of the pet food market. The country recorded approximately 20.9 million pets in 2023, reflecting a shift in household dynamics and lifestyle preferences. As single-person and nuclear households become more common, pets are increasingly seen as integral family members. According to the TGM Pet Care Survey 2023, 44% of Turkish pet owners have more than one pet, indicating strong emotional engagement and a growing culture of responsible pet care. This trend has led to rising demand for high-quality, nutritious, and health-oriented pet food products, including those targeting specific issues such as digestive health, skin and coat condition, and joint support. Pet owners are now prioritizing functional and premium foods that reflect their own standards of health and wellness, significantly expanding the market beyond basic feeding needs and driving consistent demand for innovation and brand trust.

## Key Market Challenges

### High Import Dependency and Currency Volatility

A key challenge for the Turkey pet food market is its dependence on imported raw materials and finished goods, especially for premium and specialized segments. This reliance on imports makes the market highly susceptible to currency fluctuations and global supply disruptions. The depreciation of the Turkish Lira has increased the cost of imports, impacting pricing and reducing product affordability for a large portion of consumers. Many local manufacturers also depend on imported ingredients to meet international quality standards, further compounding the issue. This situation limits broader access to premium nutrition and poses a barrier to market growth, particularly in price-sensitive segments. Addressing this challenge will require strengthening domestic production capabilities and supply chain resilience to reduce reliance on global inputs.

## Key Market Trends

### Emergence of Functional and Therapeutic Pet Foods

An important trend in Turkey's pet food market is the rising demand for functional and therapeutic pet foods aimed at addressing specific health concerns. Consumers are

increasingly seeking formulations designed to support digestion, joint health, skin condition, and weight control. This shift is driven by increased awareness of pet health and preventive care, influenced by veterinary advice and the broader humanization trend. Manufacturers are responding by developing specialized diets enriched with nutrients such as omega-3 fatty acids, probiotics, and herbal supplements. Functional products are also gaining visibility through veterinary channels and digital platforms, appealing to informed pet owners who value targeted solutions and long-term wellbeing for their pets. This trend is expected to grow as consumers continue to seek proactive approaches to pet health management.

### Key Market Players

Abalıoğlu Yem Soya Ve Tekstil Sanayi A.Ş.

Matl? Yem Sanayi ve Ticaret A.Ş.

Tarım Kredi Yem San. Ve Tic. A.Ş.

Ofis Yem Gıda Sanayi Ticaret A.Ş.

AKYEM A.Ş.

Şa?atay Evcil Hayvan Mamaları ve Yem ?r?nleri San. and Tic. A.Ş.

Hermos Gıda LTD. STİ.

Tropikal Bah?e ve Evcil Hayvan ?r?nleri A.Ş.

Makrovit Hayvan Besleme Teknolojileri Sanayi ve Ticaret A.Ş.

HEKTA? Ticaret T?rk A.Ş.

### Report Scope:

In this report, the Turkey Pet Food market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### Turkey Pet Food Market, By Pet Type:

*Turkey Pet Food Market, By Pet Type (Dog, Cat, Fish, Others), By Food Type (Dry, Wet, Others), By Distributio...*

Dog

Cat

Fish

Others

Turkey Pet Food Market, By Food Type:

Dry

Wet

Others

Turkey Pet Food Market, By Distribution Channel:

Supermarkets/Hypermarkets

Pet Specialty Shop

Veterinary Clinics

Online

Turkey Pet Food Market, By Region:

Marmara

Central Anatolia

Mediterranean

Aegean

Southeastern Anatolia

Black Sea

Eastern Anatolia

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Turkey Pet Food market.

## Available Customizations:

Turkey Pet Food market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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