Pet Care in Bulgaria

April 2024

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Dog Food in Bulgaria

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2024 DEVELOPMENTS

Slower growth for dog food in 2024 thanks to growing demand for economy products and private label
Distribution trends continue to stimulate switches to prepared dog food
Leading players face share erosion due to competition from new entrants

PROSPECTS AND OPPORTUNITIES

Positive outlook for dog food thanks to the humanisation trend, growth in the dog population and rising health awareness
Dog food benefits from wider distribution to smaller towns
The humanisation trend boosts demand for higher quality foods and stimulates the launch of a range of services including dog bakeries and concept stores

CATEGORY INDICATORS

CATEGORY DATA

Other Pet Food in Bulgaria

KEY DATA FINDINGS

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Rising demand for small mammal/reptile food and bird food lifts total volume sales

Dajana and Vitakraft remain the leading players in value terms

Pet shops and superstores retain the outright lead in distribution with such players also helping to develop retail e-commerce for other pet food

PROSPECTS AND OPPORTUNITIES

Demand subdued by declines in pet fish, bird and reptile numbers

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