

# Cat Food in Bulgaria

April 2024

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## Cat Food in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Cat food bolstered by the growing cat population, humanisation trend and growing awareness of the health benefits of prepared cat food

Wet cat food continues to gain momentum while dry cat food remains the most popular

Nestlé and Mars retain the outright lead, though private label gains momentum

#### PROSPECTS AND OPPORTUNITIES

Stronger growth in volume than current value sales in cat food over the forecast period

Nestlé and Mars retain the lead while Royal Canin extends its specialisation in segmented products

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