



Euromonitor
International

Pet Products in Turkey

May 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Pet humanisation trend drives demand for range of pet products
Highly fragmented competitive landscape reflects product diversity
E-commerce is the most dynamic channel for pet products

PROSPECTS AND OPPORTUNITIES

Positive outlook as pet owners indulge their cats and dogs
All channels will hone in on consumer needs to capitalise on buoyant growth prospects
Innovation to centre on pet healthcare and digital solutions

CATEGORY DATA

- Table 1 - Sales of Pet Products by Category: Value 2020-2025
- Table 2 - Sales of Pet Products by Category: % Value Growth 2020-2025
- Table 3 - Sales of Pet Healthcare by Type: % Value 2020-2025
- Table 4 - Sales of Other Pet Products by Type: % Value 2020-2025
- Table 5 - NBO Company Shares of Pet Products: % Value 2020-2024
- Table 6 - LBN Brand Shares of Pet Products: % Value 2021-2024
- Table 7 - Distribution of Pet Products by Format: % Value 2020-2025
- Table 8 - Forecast Sales of Pet Products by Category: Value 2025-2030
- Table 9 - Forecast Sales of Pet Products by Category: % Value Growth 2025-2030

Pet Care in Turkey - Industry Overview

EXECUTIVE SUMMARY

Pet care in 2025: The big picture
2025 key trends
Competitive landscape
Retail developments
What next for pet care?

MARKET INDICATORS

- Table 10 - Pet Populations 2020-2025

MARKET DATA

- Table 11 - Sales of Pet Food by Category: Volume 2020-2025
- Table 12 - Sales of Pet Care by Category: Value 2020-2025
- Table 13 - Sales of Pet Food by Category: % Volume Growth 2020-2025
- Table 14 - Sales of Pet Care by Category: % Value Growth 2020-2025
- Table 15 - NBO Company Shares of Pet Food: % Value 2020-2024
- Table 16 - LBN Brand Shares of Pet Food: % Value 2021-2024
- Table 17 - NBO Company Shares of Dog and Cat Food: % Value 2020-2024
- Table 18 - LBN Brand Shares of Dog and Cat Food: % Value 2021-2024
- Table 19 - Penetration of Private Label in Pet Care by Category: % Value 2020-2025
- Table 20 - Distribution of Pet Care by Format: % Value 2020-2025
- Table 21 - Distribution of Pet Care by Format and Category: % Value 2025
- Table 22 - Distribution of Dog and Cat Food by Format: % Value 2020-2025
- Table 23 - Distribution of Dog and Cat Food by Format and Category: % Value 2025
- Table 24 - Forecast Sales of Pet Food by Category: Volume 2025-2030
- Table 25 - Forecast Sales of Pet Care by Category: Value 2025-2030
- Table 26 - Forecast Sales of Pet Food by Category: % Volume Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/pet-products-in-turkey/report.