

Cat Food in Turkey

May 2025

Table of Contents

Cat Food in Turkey - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising cat ownership supports volume growth

Nestlé Purina PetCare Türkiye leads the competitive landscape

Grocery retailers and e-commerce takes value share from pet specialists

PROSPECTS AND OPPORTUNITIES

Bright outlook as cat ownership expands further

Further evolution for the retail e-commerce channel

Local production base will fuel innovations tailored to consumer needs

Summary 1 - Cat Food by Price Band 2025

CATEGORY INDICATORS

Table 1 - Cat Owning Households: % Analysis 2020-2025

Table 2 - Cat Population 2020-2025

Table 3 - Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2020-2025

CATEGORY DATA

Table 4 - Sales of Cat Food by Category: Volume 2020-2025

Table 5 - Sales of Cat Food by Category: Value 2020-2025

Table 6 - Sales of Cat Food by Category: % Volume Growth 2020-2025

Table 7 - Sales of Cat Food by Category: % Value Growth 2020-2025

Table 8 - Sales of Dry Cat Food by Life-Cycle: % Value 2020-2025

Table 9 - Sales of Wet Cat Food by Life-Cycle: % Value 2020-2025

Table 10 - NBO Company Shares of Cat Food: % Value 2020-2024

Table 11 - LBN Brand Shares of Cat Food: % Value 2021-2024

Table 12 - LBN Brand Shares of Cat Treats and Mixers: % Value 2021-2024

Table 13 - Distribution of Cat Food by Format: % Value 2020-2025

Table 14 - Forecast Sales of Cat Food by Category: Volume 2025-2030

Table 15 - Forecast Sales of Cat Food by Category: Value 2025-2030

Table 16 - Forecast Sales of Cat Food by Category: % Volume Growth 2025-2030

Table 17 - Forecast Sales of Cat Food 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 18 - Pet Populations 2020-2025

MARKET DATA

Table 19 - Sales of Pet Food by Category: Volume 2020-2025

Table 20 - Sales of Pet Care by Category: Value 2020-2025

Table 21 - Sales of Pet Food by Category: % Volume Growth 2020-2025

Table 22 - Sales of Pet Care by Category: % Value Growth 2020-2025

Table 23 - NBO Company Shares of Pet Food: % Value 2020-2024

- Table 24 LBN Brand Shares of Pet Food: % Value 2021-2024
- Table 25 NBO Company Shares of Dog and Cat Food: % Value 2020-2024
- Table 26 LBN Brand Shares of Dog and Cat Food: % Value 2021-2024
- Table 27 Penetration of Private Label in Pet Care by Category: % Value 2020-2025
- Table 28 Distribution of Pet Care by Format: % Value 2020-2025
- Table 29 Distribution of Pet Care by Format and Category: % Value 2025
- Table 30 Distribution of Dog and Cat Food by Format: % Value 2020-2025
- Table 31 Distribution of Dog and Cat Food by Format and Category: % Value 2025
- Table 32 Forecast Sales of Pet Food by Category: Volume 2025-2030
- Table 33 Forecast Sales of Pet Care by Category: Value 2025-2030
- Table 34 Forecast Sales of Pet Food by Category: % Volume Growth 2025-2030
- Table 35 Forecast Sales of Pet Care by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 2 - 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 focusing 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/cat-food-in-turkey/report.