

Other Pet Food in Bulgaria

May 2025

Table of Contents

Other Pet Food in Bulgaria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Fall in current value sales, as consumer priorities economy brands Dajana Pet continues to lead, due to its prominence in fish food Pet shops and superstores continue to dominate

PROSPECTS AND OPPORTUNITIES

Decline in constant value sales over forecast period Further healthy value growth in e-commerce Focus on heathier offerings over forecast period

CATEGORY INDICATORS

Table 1 - Other Pet Population 2020-2025

CATEGORY DATA

Table 2 - Sales of Other Pet Food by Category: Volume 2020-2025Table 3 - Sales of Other Pet Food by Category: Value 2020-2025Table 4 - Sales of Other Pet Food by Category: % Volume Growth 2020-2025Table 5 - Sales of Other Pet Food by Category: % Value Growth 2020-2025Table 6 - LBN Brand Shares of Bird Food: % Value 2021-2024Table 7 - LBN Brand Shares of Fish Food: % Value 2021-2024Table 8 - LBN Brand Shares of Small Mammal/Reptile Food: % Value 2021-2024Table 9 - Distribution of Other Pet Food by Format: % Value 2020-2025Table 10 - Forecast Sales of Other Pet Food by Category: Volume 2025-2030Table 11 - Forecast Sales of Other Pet Food by Category: % Volume Growth 2025-2030Table 12 - Forecast Sales of Other Pet Food by Category: % Value 2025-2030Table 13 - Forecast Sales of Other Pet Food by Category: % Value Growth 2025-2030

Pet Care in Bulgaria - 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 14 - Pet Populations 2020-2025

MARKET DATA

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

- Table 25 Distribution of Pet Care by Format and Category: % Value 2025
- Table 26 Distribution of Dog and Cat Food by Format: % Value 2020-2025
- Table 27 Distribution of Dog and Cat Food by Format and Category: % Value 2025
- Table 28 Forecast Sales of Pet Food by Category: Volume 2025-2030
- Table 29 Forecast Sales of Pet Care by Category: Value 2025-2030
- Table 30 Forecast Sales of Pet Food by Category: % Volume Growth 2025-2030
- Table 31 Forecast Sales of Pet Care by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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