

Other Pet Food in Bulgaria

April 2024

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Other Pet Food in Bulgaria - Category analysis

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2024 DEVELOPMENTS

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

Pet shops and superstores retain their outright lead in other pet food distribution

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