

# Dog Food in Bulgaria

April 2024

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#### 2024 DEVELOPMENTS

Slower growth for dog food in 2024 thanks to growing demand for economy products and private label

Distribution trends continue to stimulate switches to prepared dog food

Leading players face share erosion due to competition from new entrants

#### PROSPECTS AND OPPORTUNITIES

Positive outlook for dog food thanks to the humanisation trend, growth in the dog population and rising health awareness

Dog food benefits from wider distribution to smaller towns

The humanisation trend boosts demand for higher quality foods and stimulates the launch of a range of services including dog bakeries and concept stores

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