



Other Pet Food in Bulgaria

July 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Other Pet Food Summary

INDUSTRY PERFORMANCE

Steady Growth Supported by Rising Disposable Incomes and Evolving Ownership Culture

Bird Food Leads Volume Sales, Driven by Premium and Functional Offerings

Premiumisation and Wellness to Shape Consumer Choices

Chart 1 - New Dr Stefanov Shop in Kjustendil Leverages Specialist Retailer Expansion

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Owners to Drive Steady Value Growth Amid Stable Pet Populations

Small Mammal and Reptile Enthusiasts to Fuel Fastest Growth and Stable Bird Food Dominance

Retail Expansion and Premium Innovation to Reshape Consumer Behaviour and Business Models

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Shares through Premium and Diversified Offerings

Innovations and Premium Growth Create New Opportunities for Brand Expansion

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Pet Shops and Supermarkets Dominate Distribution with Expert Advice and Reach

Retail E-Commerce Grows Rapidly, Driven by Convenience and Subscription Innovation

Multi-Channel Expansion and Expert Advice Shape Consumer Shopping Behaviours

Chart 9 - Retail Channels 2021-2026

PRODUCTS

Leading Brands Launch Functional Premium Foods for Niche Pets

Chart 10 - Versele-Laga Premium Prestige for Tropical Finches, Developed with Top European Breeders

ECONOMIC CONTEXT

Chart 11 - Economic Context for Other Pet Food

Chart 12 - Real Gdp Growth 2021-2031

Chart 13 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 14 - Consumer Context for Other Pet Food

Chart 15 - Population 2021-2031

Chart 16 - Consumer Expenditure 2021-2031

Chart 17 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Pet Care in Bulgaria - Industry Overview](#)

EXECUTIVE SUMMARY

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Moderate Volume Growth Driven by Price Increases Amid Euro Adoption and Rising Costs

Dog Food Leads Volume Sales as Premium and Health Trends Bolster Cat Food Growth

Chart 19 - Royal Canin's Feline Healthy Ageing Leverages Pet Health and Wellness Trend

Top Brands and Retailers Drive Health and Channel Innovation for Growth

Chart 20 - Dr Stevanov Teams up with E-Commerce Platform, Wolt, for Convenience

Chart 21 - Value Sales 2021-2031

Chart 22 - Volume Sales 2021-2031

Chart 23 - Value Sales by Category 2026

Chart 24 - Pet Populations 2021-2026

WHAT'S NEXT?

Pet Owners to Embrace Convenience and Premium Products, Driving Sustained Growth

Dog Food to Maintain Volume Leadership, While Cat Food Value Surges on Health Focus

Specialist Retailers to Expand Reach, While E-Commerce Accelerates Digital Convenience

Chart 25 - Forecast Value Sales 2021-2031

Chart 26 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Players Strengthen Lead through Broad Portfolios and Distribution

Chart 27 - Analyst Insight for Pet Care

Royal Canin's Supplement Launch and Emerging Partnerships Drive Growth Opportunities

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Pet Shops and Superstores Expand Reach, While E-Commerce Drives Omnichannel Innovation and Partnerships

Retail E-Commerce Grows Rapidly, Driven by Convenience and Broad Product Availability

Chart 30 - Retail Channels 2021-2026

PRODUCTS

Health and Premiumisation Shape Product Innovation for Longevity and Wellbeing

Royal Canin Expands Portfolio with Health-Focused Foods and Supplements

Chart 31 - Royal Canin Enters the Pet Supplements Market in Slovakia for the First Time

ECONOMIC CONTEXT

Chart 32 - Economic Context for Pet Care

Chart 33 - Real Gdp Growth 2021-2031

Chart 34 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 35 - Consumer Context for Pet Care

Chart 36 - Population 2021-2031

Chart 37 - Consumer Expenditure 2021-2031

Chart 38 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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/other-pet-food-in-bulgaria/report.