



**Euromonitor
International**

Pet Care in Turkey

June 2026

Table of Contents

EXECUTIVE SUMMARY

2026 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Pet Care

INDUSTRY PERFORMANCE

Value Growth Outpaces Volume Amid Rising Inflation and Consumer Caution

Cat Food Leads, Driven by Health Focus and Rising Demand

Cagatay Yem Ve Gida Sanayii as Expands Capacity as Discounters Drive Private Label Offerings

Chart 2 - Discount Chains Are Playing a Leading Role in Private Label

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

Chart 6 - Pet Populations 2021-2026

WHAT'S NEXT?

Owners' Shifting Behaviours to Drive Sustained Premiumisation Amid Inflation Challenges

Cat Food Lead to Expand as Dog Food Set to See Robust Growth through Innovation

Regulatory Shifts and Wellness Focus to Reshape Pet Care Innovation and Competition

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Multinational Leaders Reinforce Lead Amid Fragmented Competition

Chart 9 - Analyst Insight for Pet Care

Premium Launches and Localisation Strategies Open Growth Avenues

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead Amid Inflation-Driven Multi-Channel Shopping

Retail E-Commerce Expands Rapidly, Driven by Convenience and Assortment

Migros Tic As, Petpal Gross and Carrefour Sa Lead Retail Innovation with New Concepts

Chart 12 - Retail Channels 2021-2026

PRODUCTS

Local Manufacturers Expand Capacity to Counter Inflation and Import Pressures

Chart 13 - Cagatay Yem ve Gida Sanayii AS Capacity Expansion Backed by EBRD Investment

Vetplus and Ultra Pets Broaden Supplements to Meet Wellness Demand

Chart 14 - Expanding Presence and Distribution of Veterinary Nutraceutical Brands

ECONOMIC CONTEXT

Chart 15 - Economic Context for Pet Care

Chart 16 - Real GDP Growth 2021-2031

Chart 17 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 18 - Consumer Context for Pet Care

Chart 19 - Population 2021-2031

Chart 20 - Consumer Expenditure 2021-2031

Chart 21 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Cat Food in Turkey](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Cat Food Summary

KEY INDUSTRY TRENDS

Chart 22 - Key Industry Trends for Cat Food

INDUSTRY PERFORMANCE

Rising Demand and Economic Pressures Drive Growth Amid Evolving Consumer Preferences

Dry Cat Food Dominates Volume While Treats and Mixers Achieves Fastest Growth through Multifunctionality

Chart 23 - Vitamin-Fortified Functional Treats Dreamies by Mars

Bim's Private Label Reshapes Consumer Access and Health Focus

Chart 24 - BIM's New Private Label Pet Food Range, Nicky

Chart 25 - Value Sales 2021-2031

Chart 26 - Volume Sales 2021-2031

Chart 27 - Value Sales by Category 2026

WHAT'S NEXT?

Urban Pet Owners to Drive Premium and Functional Wet Food Growth

E-Commerce Platforms to Expand Premium Access and Personalised Nutrition

Local Manufacturing Investments to Enable Innovation and Sustainability Focus

Chart 28 - Forecast Value Sales 2021-2031

Chart 29 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Dominance through Diverse Portfolios and Distribution

Chart 30 - Analyst Insight for Cat Food

Innovation and Emerging Formats Drive Premiumisation and Functional Nutrition Growth

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

CHANNELS

Discounters Capture Growth with Price Sensitivity and Private Label Expansion

Migros Leverages Petimo to Create Specialist Retail Foothold

Retail E-Commerce Intensifies Competition with Offline through Convenience and Premium Focus

Chart 33 - Retail Channels 2021-2026

PRODUCTS

Multifunctional Nutrition and Health and Wellness Products Reshape Consumer Choices

Chart 34 - PetChef Offering Fresh, Human-Grade Cooked Meals for Cats

ECONOMIC CONTEXT

Chart 35 - Economic Context for Cat Food

Chart 36 - Real GDP Growth 2021-2031

Chart 37 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 38 - Consumer Context for Cat Food

Chart 39 - Population 2021-2031

Chart 40 - Consumer Expenditure 2021-2031

Chart 41 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Dog Food in Turkey](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Dog Food Summary

KEY INDUSTRY TRENDS

Chart 42 - Key Industry Trends for Dog Food

INDUSTRY PERFORMANCE

Economic Pressures and Trading Down Shape Consumption Patterns

Dry Dog Food Dominates Volume While Treats and Mixers Show Fastest Growth

Happy Tail, Carrefoursa?Patifour and Aro Illustrate Transformative Trends

Chart 43 - CarrefourSA's Patifour Holistic Retail Concept

Chart 44 - Value Sales 2021-2031

Chart 45 - Volume Sales 2021-2031

Chart 46 - Value Sales by Category 2026

WHAT'S NEXT?

Individual Caregivers and Municipalities to Sustain Demand Amid Economic Recovery

Manufacturers to Integrate Health and Sustainability Trends to Meet Evolving Expectations

Premiumisation and Digital Platforms to Drive Market Expansion and Consumer Engagement

Chart 47 - Forecast Value Sales 2021-2031

Chart 48 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Lead through Strategic Brand and Supply Investments

Chart 49 - Analyst Insight for Dog Food

Evolving Consumer Needs and Supply Strengths Create Growth Opportunities for Established Players

Chart 50 - Company Shares 2025

Chart 51 - Brand Shares 2025

CHANNELS

Discounters and Retail Offline Channels Drive Shifting Distribution Shares

Migros and Carrefoursa Innovate Physical Retail with Specialised Pet Formats

Retail E-Commerce Expands Rapidly, Driven by Assortment and Convenience

Chart 52 - Retail Channels 2021-2026

PRODUCTS

Start-Ups Pioneer Fresh Pet Food Growth among Premium Consumers

Innovative Retail Concepts and E-Commerce Reshape Consumer Access

Private Label Expansion Drives Affordability and Volume Growth

Chart 53 - bonVeno's Private Label, Aro, Makes Dog Food More Accessible

ECONOMIC CONTEXT

Chart 54 - Economic Context for Dog Food

Chart 55 - Real GDP Growth 2021-2031

Chart 56 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 57 - Consumer Context for Dog Food

Chart 58 - Population 2021-2031

Chart 59 - Consumer Expenditure 2021-2031

Chart 60 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Other Pet Food in Turkey](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Other Pet Food Summary

INDUSTRY PERFORMANCE

Urban Households Drive Steady Growth Amid Economic Pressures

Bird Food Leads Volume Sales and Growth, Supported by Cultural Affinity and Low Maintenance

Vitakraft Pet Care GmbH & Co Kg Expands Functional Bird Food Range to Capitalise on Premiumisation

Chart 61 - Value Sales 2021-2031

Chart 62 - Volume Sales 2021-2031

Chart 63 - Value Sales by Category 2026

WHAT'S NEXT?

Owners to Prioritise Premium Nutrition, Driving Value Growth Despite Volume Moderation

Functional Formulations and Tailored Nutrition to Propel Bird Food'S Steady Expansion

Premiumisation and Humanisation Trends to Reshape Demand and Innovation Landscape

Chart 64 - Forecast Value Sales 2021-2031

Chart 65 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Top Manufacturers Sustain Lead through Innovation and Brand Partnerships

Chart 66 - Analyst Insight for Other Pet Food

Functional Innovation and Premiumisation Create Growth Avenues for Specialised Nutrition

Chart 67 - Company Shares 2025

Chart 68 - Brand Shares 2025

CHANNELS

Supermarkets Lead, Supported by Strong Private Label Products and Price-Focused Assortments

Retail E-Commerce Accelerates with Convenience and Subscription Models

Chart 69 - Retail Channels 2021-2026

PRODUCTS

Vitakraft and Domestic Brands Lead Premium Nutrition Innovation

Chart 70 - Vitakraft Life Range Expands Species-Specific Nutrition

ECONOMIC CONTEXT

Chart 71 - Economic Context for Other Pet Food

Chart 72 - Real GDP Growth 2021-2031

Chart 73 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 74 - Consumer Context for Other Pet Food

Chart 75 - Population 2021-2031

Chart 76 - Consumer Expenditure 2021-2031

Chart 77 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Pet Products in Turkey](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Pet Products Summary

INDUSTRY PERFORMANCE

Strong Premiumisation and Economic Pressures Shape Robust Value Growth

Cat Litter Leads Sales with Polarisation, Driving Distinct Consumer Segments

Brands Expand Wellness and Apparel Lines to Capitalise on Premiumisation

Chart 78 - Value Sales 2021-2031

Chart 79 - Value Sales by Category 2026

WHAT'S NEXT?

Urban Pet Owners to Drive Value Growth through Humanisation and Health Focus

Cat Litter to Maintain Its Sales Lead, While Pet Health Care Leads Dynamic Growth

E-Commerce and Health Innovation to Reshape Retail and Product Strategies

Chart 80 - Forecast Value Sales 2021-2031

Chart 81 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Multinational and Local Brands Sustain Fragmented Landscape with Stable Leadership

Inflation-Driven Polarisation Boosts Affordable Formats and Omnichannel Growth

Chart 82 - Company Shares 2025

Chart 83 - Brand Shares 2025

CHANNELS

Specialist and Discount Retailers Adapt to Inflation-Driven Consumer Polarisation

E-Commerce Surges, Offering Convenience, Broader Assortments, Competitive Pricing and Innovation

Chart 84 - Retail Channels 2021-2026

PRODUCTS

Owners' Humanisation and Wellness Focus Drive Premium Innovation

Chart 85 - Botanivo Leverages Pet Health and Wellness with Functional Grooming Solutions

ECONOMIC CONTEXT

Chart 86 - Economic Context for Pet Products

Chart 87 - Real GDP Growth 2021-2031

Chart 88 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 89 - Consumer Context for Pet Products

Chart 90 - Population 2021-2031

Chart 91 - Consumer Expenditure 2021-2031

Chart 92 - 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/pet-care-in-turkey/report.