

Cat Food in Romania

Market Direction | 2022-06-15 | 26 pages | Euromonitor

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Report description:

The number of cats increased in the previous year and will continue to see an upward trend in 2022 thanks to continued working from home practices that provide consumers with more time at home and greater incentive to keep pets. Cats can be affectionate with unique personalities and are often perceived as less demanding than dogs, making them appealing companions to many Romanians. Whilst increased time spent at home with cats is not likely to lead to more cat food sales (especially since many c...

Euromonitor International's Cat Food in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cat Treats and Mixers, Dry Cat Food, Wet Cat Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Cat Food market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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CAT FOOD IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Value sales continue to outstrip volume due to increasing desire to purchase higher quality cat food and rising prices

Pouches extend their lead as the preferred packaging format thanks to convenience and price growth of cans

Mars, Nestle, and private label remain top sellers in cat food

PROSPECTS AND OPPORTUNITIES

Prepared food gap set to reduce thanks to increasing expansion of modern retailing outlets to secondary and tertiary cities

Despite use of dry cat food as everyday 'common' food, wet food will see stronger sales and growth thanks to health benefits

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