

Dog Food in Romania

Market Direction | 2022-06-15 | 27 pages | Euromonitor

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Report description:

Although COVID-19 continues to be present in Romania in 2022 through the persisting Omicron variant, the virus is not likely to demonstrate a noticeable impact on dog food. Although the previous years' value growth was driven by rising volume sales (thanks to consumers continuing to buy or adopt pets and more frequently feed them with prepared food over home-cooked food), 2022 will record a diminished rate of adoption and an increased rate of abandonment. The former is due to consumers spending...

Euromonitor International's Dog 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: Dog Treats and Mixers, Dry Dog Food, Wet Dog 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 Dog 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Price increases have larger impact on dog food than COVID-19

Dry dog food dominates but wet dog food sees more dynamic growth

Sales of economy and premium options vary by retailing channel

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Polarisation of spending to continue as financial difficulties and desire to improve dog's health and wellbeing split consumers purchases

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