

## **Pet Care in Romania**

Market Direction | 2022-06-15 | 53 pages | Euromonitor

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### **Report description:**

The performance of pet care in 2022 is not expected to be as strong as in the previous year due to strongly limited growth in the number of pets. This is because the pandemic is coming to an end, allowing consumers to spend more time outside the home and feel less lonely. This is reducing the incentive for adoption and increasing the abandonment rate, particularly given consumers' economic worries and the rising cost of living. Although the number of pets will not see noticeable growth in 2022,...

Euromonitor International's Pet Care 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: Pet Food, Pet Products.

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

Why buy this report?

- \* Get a detailed picture of the Pet Care 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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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

Dry dog food to remain dominant thanks to convenience and lower cost per unit

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#### CAT FOOD IN ROMANIA

##### KEY DATA FINDINGS

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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

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Fish food leads in value sales as more sophisticated products become more widely available to higher-income households

Bird food leads volume sales as consumers purchase for wild birds as well as pets

#### PROSPECTS AND OPPORTUNITIES

Slowdown in growth expected to be mitigated by increasing incomes and consumers' ability to afford prepared food for other pets

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Modern grocery retailers continue to increase consumers' awareness of pet products

#### PROSPECTS AND OPPORTUNITIES

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