

Cat Food in Romania

Market Direction | 2023-05-12 | 25 pages | Euromonitor

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Report description:

The slight volume growth of cat food in 2023 was the result of the declining rate of adoption of new cats and the increasing rate of abandonment. Value sales, meanwhile, recorded double-digit growth in the year due to the strong growth of the average unit price due to inflation and the rising costs of manufacturing and distribution. Also, the high price of utilities, food and fuel led to reduced purchasing power and the polarisation of cat food purchases. Economy cat food was sustained by the ri...

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 2018-2022, 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 2027 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.

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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CAT FOOD IN ROMANIA

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Pouches preferred due to convenience and high price growth of metal cans

Modern grocery retailers lead with their strong offer of private label and economy brands

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