

Dog Food in Romania

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

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Report description:

The marginal volume growth of dog food in 2023 is the result of a reduced adoption rate and increased rate of abandonment in the year. This was mainly due to the lifting of COVID-19 restrictions from March 2022, which in 2023 led to return to work of office employees who used to work from home, which reduced the time people had for dogs. Due to the high price growth of dog food, dogs kept outdoors for protection in the countryside and small cities continued to be fed with scraps and cooked food.

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 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: 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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Table of Contents:

Dog Food in Romania
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List Of Contents And Tables

DOG FOOD IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return to work reduces adoption and increases abandonment rate in 2023

Dry food dominates thanks to its lower price

Sales of economy and premium options vary by retailing channel

PROSPECTS AND OPPORTUNITIES

Premium dog food to benefit from the desire to improve dog's health and wellbeing

Dry dog food will continue to lead due to its convenience and low price

Smaller dogs and pet humanisation trend to support growth of wet food

CATEGORY INDICATORS

Table 1 Dog Owning Households: % Analysis 2018-2023

Table 2 Dog Population 2018-2023

Table 3 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2018-2023

CATEGORY DATA

Summary 1 Dog Food by Price Band 2023

Table 4 Sales of Dog Food by Category: Volume 2018-2023

Table 5 Sales of Dog Food by Category: Value 2018-2023

Table 6 Sales of Dog Food by Category: % Volume Growth 2018-2023

Table 7 Sales of Dog Food by Category: % Value Growth 2018-2023

Table 8 Sales of Dry Dog Food by Life-Cycle: % Value 2018-2023

Table 9 Sales of Wet Dog Food by Life-Cycle: % Value 2018-2023

Table 10 □NBO Company Shares of Dog Food: % Value 2018-2022

Table 11 □LBN Brand Shares of Dog Food: % Value 2019-2022

Table 12 □LBN Brand Shares of Dog Treats and Mixers: % Value 2019-2022

Table 13 □Distribution of Dog Food by Format: % Value 2018-2023

Table 14 □Forecast Sales of Dog Food by Category: Volume 2023-2028

Table 15 □Forecast Sales of Dog Food by Category: Value 2023-2028

Table 16 □Forecast Sales of Dog Food by Category: % Volume Growth 2023-2028

Table 17 □Forecast Sales of Dog Food by Category: % Value Growth 2023-2028

PET CARE IN ROMANIA

EXECUTIVE SUMMARY

Pet care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 18 Pet Populations 2018-2023

MARKET DATA

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Table 19 Sales of Pet Food by Category: Volume 2018-2023
Table 20 Sales of Pet Care by Category: Value 2018-2023
Table 21 Sales of Pet Food by Category: % Volume Growth 2018-2023
Table 22 Sales of Pet Care by Category: % Value Growth 2018-2023
Table 23 NBO Company Shares of Pet Food: % Value 2018-2022
Table 24 LBN Brand Shares of Pet Food: % Value 2019-2022
Table 25 NBO Company Shares of Dog and Cat Food: % Value 2018-2022
Table 26 LBN Brand Shares of Dog and Cat Food: % Value 2019-2022
Table 27 □ Penetration of Private Label in Pet Care by Category: % Value 2018-2023
Table 28 □ Distribution of Pet Care by Format: % Value 2018-2023
Table 29 □ Distribution of Pet Care by Format and Category: % Value 2023
Table 30 □ Distribution of Dog and Cat Food by Format: % Value 2018-2023
Table 31 □ Distribution of Dog and Cat Food by Format and Category: % Value 2023
Table 32 □ Forecast Sales of Pet Food by Category: Volume 2023-2028
Table 33 □ Forecast Sales of Pet Care by Category: Value 2023-2028
Table 34 □ Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028
Table 35 □ Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 2 Research Sources

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