

Pet Care in Romania

Market Direction | 2023-05-12 | 49 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

The performance of pet care in Romania in 2023 was influenced by inflation that continued to exceed two digits, putting pressure on pet owners' disposable incomes. The rising cost of living due to the high price of utilities, food and fuel resulted in the reduction of purchasing power, which impacted volume growth in the year. This was especially evident in pet food, the largest pet care category, which saw stagnating volume sales as a result of strong price growth. The total lifting of COVID-19...

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 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: 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Pet Care in Romania
Euromonitor International
May 2023

List Of Contents And Tables

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 1 Pet Populations 2018-2023

MARKET DATA

Table 2 Sales of Pet Food by Category: Volume 2018-2023

Table 3 Sales of Pet Care by Category: Value 2018-2023

Table 4 Sales of Pet Food by Category: % Volume Growth 2018-2023

Table 5 Sales of Pet Care by Category: % Value Growth 2018-2023

Table 6 NBO Company Shares of Pet Food: % Value 2018-2022

Table 7 LBN Brand Shares of Pet Food: % Value 2019-2022

Table 8 NBO Company Shares of Dog and Cat Food: % Value 2018-2022

Table 9 LBN Brand Shares of Dog and Cat Food: % Value 2019-2022

Table 10 □ Penetration of Private Label in Pet Care by Category: % Value 2018-2023

Table 11 □ Distribution of Pet Care by Format: % Value 2018-2023

Table 12 □ Distribution of Pet Care by Format and Category: % Value 2023

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

Table 14 □ Distribution of Dog and Cat Food by Format and Category: % Value 2023

Table 15 □ Forecast Sales of Pet Food by Category: Volume 2023-2028

Table 16 □ Forecast Sales of Pet Care by Category: Value 2023-2028

Table 17 □ Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028

Table 18 □ Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

CATEGORY INDICATORS

Table 19 Dog Owning Households: % Analysis 2018-2023

Table 20 Dog Population 2018-2023

Table 21 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2018-2023

CATEGORY DATA

Summary 2 Dog Food by Price Band 2023

Table 22 Sales of Dog Food by Category: Volume 2018-2023

Table 23 Sales of Dog Food by Category: Value 2018-2023

Table 24 Sales of Dog Food by Category: % Volume Growth 2018-2023

Table 25 Sales of Dog Food by Category: % Value Growth 2018-2023

Table 26 Sales of Dry Dog Food by Life-Cycle: % Value 2018-2023

Table 27 Sales of Wet Dog Food by Life-Cycle: % Value 2018-2023

Table 28 □NBO Company Shares of Dog Food: % Value 2018-2022

Table 29 □LBN Brand Shares of Dog Food: % Value 2019-2022

Table 30 □LBN Brand Shares of Dog Treats and Mixers: % Value 2019-2022

Table 31 □Distribution of Dog Food by Format: % Value 2018-2023

Table 32 □Forecast Sales of Dog Food by Category: Volume 2023-2028

Table 33 □Forecast Sales of Dog Food by Category: Value 2023-2028

Table 34 □Forecast Sales of Dog Food by Category: % Volume Growth 2023-2028

Table 35 □Forecast Sales of Dog Food by Category: % Value Growth 2023-2028

CAT FOOD IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising prices drive strong value growth in 2023

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

PROSPECTS AND OPPORTUNITIES

Polarisation as both premium products and private label enjoy increased visibility

Dry food sales driven by low cost

Premiumisation set to continue

CATEGORY INDICATORS

Table 36 Cat Owning Households: % Analysis 2018-2023

Table 37 Cat Population 2018-2023

Table 38 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2018-2023

CATEGORY DATA

Summary 3 Cat Food by Price Band 2023

Table 39 Sales of Cat Food by Category: Volume 2018-2023

Table 40 Sales of Cat Food by Category: Value 2018-2023

Table 41 Sales of Cat Food by Category: % Volume Growth 2018-2023

Table 42 Sales of Cat Food by Category: % Value Growth 2018-2023

Table 43 Sales of Dry Cat Food by Life-Cycle: % Value 2018-2023

Table 44 Sales of Wet Cat Food by Life-Cycle: % Value 2018-2023

Table 45 □NBO Company Shares of Cat Food: % Value 2018-2022

Table 46 □LBN Brand Shares of Cat Food: % Value 2019-2022

Table 47 □LBN Brand Shares of Cat Treats and Mixers: % Value 2019-2022

Table 48 □Distribution of Cat Food by Format: % Value 2018-2023

Table 49 □Forecast Sales of Cat Food by Category: Volume 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 50 □Forecast Sales of Cat Food by Category: Value 2023-2028

Table 51 □Forecast Sales of Cat Food by Category: % Volume Growth 2023-2028

Table 52 □Forecast Sales of Cat Food by Category: % Value Growth 2023-2028

OTHER PET FOOD IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

High inflation and rising cost of living impacts growth in 2023

Bird food leads volume sales

Fish owners increasingly feeding fish with more sophisticated products

PROSPECTS AND OPPORTUNITIES

Growth supported by lower inflation and rising disposable incomes

Fish food set to be most dynamic

Ongoing competition from artisanal food; however, demand for convenience will benefit prepared food

CATEGORY INDICATORS

Table 53 Other Pet Population 2018-2023

CATEGORY DATA

Table 54 Sales of Other Pet Food by Category: Volume 2018-2023

Table 55 Sales of Other Pet Food by Category: Value 2018-2023

Table 56 Sales of Other Pet Food by Category: % Volume Growth 2018-2023

Table 57 Sales of Other Pet Food by Category: % Value Growth 2018-2023

Table 58 LBN Brand Shares of Bird Food: % Value 2019-2022

Table 59 LBN Brand Shares of Fish Food: % Value 2019-2022

Table 60 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2019-2022

Table 61 Distribution of Other Pet Food by Format: % Value 2018-2023

Table 62 □Forecast Sales of Other Pet Food by Category: Volume 2023-2028

Table 63 □Forecast Sales of Other Pet Food by Category: Value 2023-2028

Table 64 □Forecast Sales of Other Pet Food by Category: % Volume Growth 2023-2028

Table 65 □Forecast Sales of Other Pet Food by Category: % Value Growth 2023-2028

PET PRODUCTS IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers return to work/school and have less time for pets

Humanisation trend encourages owners to pay more attention to their pets' health

Veterinary clinics for products requiring specialist advice

PROSPECTS AND OPPORTUNITIES

Pressure on household spending will benefit cheaper products

Pet healthcare will remain the largest category as consumers increasingly focus on their pets' health and wellbeing

Pet humanisation trend will support growth of other pet products

CATEGORY DATA

Table 66 Sales of Pet Products by Category: Value 2018-2023

Table 67 Sales of Pet Products by Category: % Value Growth 2018-2023

Table 68 Sales of Pet Healthcare by Type: % Value 2018-2023

Table 69 Sales of Other Pet Products by Type: % Value 2018-2023

Table 70 NBO Company Shares of Pet Products: % Value 2018-2022

Table 71 LBN Brand Shares of Pet Products: % Value 2019-2022

Table 72 Distribution of Pet Products by Format: % Value 2018-2023

Table 73 Forecast Sales of Pet Products by Category: Value 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 74 Forecast Sales of Pet Products by Category: % Value Growth 2023-2028

Pet Care in Romania

Market Direction | 2023-05-12 | 49 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com