

Cat Food in Romania

Market Direction | 2024-05-03 | 25 pages | Euromonitor

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Report description:

Cat food in Romania is expected to see a return to positive growth in retail volume terms in 2024 as easing inflationary pressures render such products more affordable to the cat-owning population. In addition, the number of cats in the country will continue to increase, following the total elimination of COVID-19 restrictions that postponed cat adoption and increased the rate of abandonment.

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 2019-2023, 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 2028 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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Return to positive growth for cat food, with dry varieties leading the way

Wet cat food retains dominance, with pouches being more popular than cans

Discontinuation of Mars Kitekat brand impacts competitive landscape

PROSPECTS AND OPPORTUNITIES

Cat food will see increasing premiumisation, as cats are seen as valued family members

Growing popularity of dry food will be driven by its convenience and low cost

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