

Dog Food in Romania

Market Direction | 2024-05-03 | 26 pages | Euromonitor

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Report description:

Dog food in Romania is expected to see a return to positive volume growth in 2024, following the decline of the previous year. This will be due in a large part to waning inflationary pressures, which will make commercially-prepared products more affordable to lower-income owners affected by the high cost of living. This will be especially the case for dogs kept outside as guard dogs in the countryside and small cities, and which are typically left alone for long periods of time during the day. T...

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 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: 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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Dry varieties continue to dominate sales

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Positive outlook for dog food, in line with improving economy, but trend towards smaller dogs with reduced appetites could hamper category performance

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