

Other Pet Food in Romania

Market Direction | 2024-05-03 | 21 pages | Euromonitor

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Report description:

Other pet food in Romania is expected to see positive growth in retail volume terms in 2024, continuing the trend of the previous year. Compared to dog and cat food, the category was less impacted by cost of living pressures which characterised the market in 2023, due to the fact that other pets, such as birds and small mammals, tend to be less expensive to keep than dogs or cats, following the initial outlay required to set up a suitable environment. Other pets mainly appeal to children, and d...

Euromonitor International's Other Pet 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: Bird Food, Fish Food, Small Mammal/Reptile 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 Other Pet 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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OTHER PET FOOD IN ROMANIA

KEY DATA FINDINGS

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Positive growth for other pet food, despite inflationary pressures

Bird food leads volume sales

Fish owners purchase increasingly sophisticated products

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Healthy growth expected, supported by better economic conditions

Fish food will see strongest performance, despite decline in fish population

Demand for convenience will benefit prepared food, despite ongoing competition from artisanal food

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