

## 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.

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

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

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