

Pet Products in Romania

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

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Report description:

Pet products in Romania are set to see double-digit growth in current value terms in 2024, continuing the trend of the previous year. Despite the high cost of living, consumers will remain willing to lavish their pets with care and attention, in order to support their health and wellbeing. This will be especially the case amongst urban pet owners, who are more likely to view their pets as valued family members. Overall, cat litter will see the highest rate of growth, while other pet products, wh...

Euromonitor International's Pet Products 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 Litter, Other Pet Products, Pet Healthcare.

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 Products 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 litter sees strongest performance, thanks to declining prices of silica

Humanisation trend leads to greater focus on pet health

Veterinary clinics remain key for products requiring specialist advice

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Pressure on household spending will benefit cheaper products

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

Pet humanisation trend will support growth of other pet products

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