



# Dog Food in Romania

May 2024

Table of Contents

## Dog Food in Romania - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Return to positive growth in 2024, in line with improved economic outlook

Dry varieties continue to dominate sales

Market for dog food becomes increasingly polarised, with economy and premium brands both seeing positive growth

#### PROSPECTS AND OPPORTUNITIES

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

Dry dog food will continue to reign supreme

Trend towards smaller dogs and pet humanisation trend will support growth of wet food

#### CATEGORY INDICATORS

Table 1 - Dog Owning Households: % Analysis 2019-2024

Table 2 - Dog Population 2019-2024

Table 3 - Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2019-2024

#### CATEGORY DATA

Summary 1 - Dog Food by Price Band 2024

Table 4 - Sales of Dog Food by Category: Volume 2019-2024

Table 5 - Sales of Dog Food by Category: Value 2019-2024

Table 6 - Sales of Dog Food by Category: % Volume Growth 2019-2024

Table 7 - Sales of Dog Food by Category: % Value Growth 2019-2024

Table 8 - Sales of Dry Dog Food by Life-Cycle: % Value 2019-2024

Table 9 - Sales of Wet Dog Food by Life-Cycle: % Value 2019-2024

Table 10 - NBO Company Shares of Dog Food: % Value 2019-2023

Table 11 - LBN Brand Shares of Dog Food: % Value 2020-2023

Table 12 - LBN Brand Shares of Dog Treats and Mixers: % Value 2020-2023

Table 13 - Distribution of Dog Food by Format: % Value 2019-2024

Table 14 - Forecast Sales of Dog Food by Category: Volume 2024-2029

Table 15 - Forecast Sales of Dog Food by Category: Value 2024-2029

Table 16 - Forecast Sales of Dog Food by Category: % Volume Growth 2024-2029

Table 17 - Forecast Sales of Dog Food by Category: % Value Growth 2024-2029

## Pet Care in Romania - Industry Overview

### EXECUTIVE SUMMARY

Pet care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for pet care?

### MARKET INDICATORS

Table 18 - Pet Populations 2019-2024

### MARKET DATA

Table 19 - Sales of Pet Food by Category: Volume 2019-2024

Table 20 - Sales of Pet Care by Category: Value 2019-2024

Table 21 - Sales of Pet Food by Category: % Volume Growth 2019-2024

Table 22 - Sales of Pet Care by Category: % Value Growth 2019-2024

Table 23 - NBO Company Shares of Pet Food: % Value 2019-2023  
Table 24 - LBN Brand Shares of Pet Food: % Value 2020-2023  
Table 25 - NBO Company Shares of Dog and Cat Food: % Value 2019-2023  
Table 26 - LBN Brand Shares of Dog and Cat Food: % Value 2020-2023  
Table 27 - Penetration of Private Label in Pet Care by Category: % Value 2019-2024  
Table 28 - Distribution of Pet Care by Format: % Value 2019-2024  
Table 29 - Distribution of Pet Care by Format and Category: % Value 2024  
Table 30 - Distribution of Dog and Cat Food by Format: % Value 2019-2024  
Table 31 - Distribution of Dog and Cat Food by Format and Category: % Value 2024  
Table 32 - Forecast Sales of Pet Food by Category: Volume 2024-2029  
Table 33 - Forecast Sales of Pet Care by Category: Value 2024-2029  
Table 34 - Forecast Sales of Pet Food by Category: % Volume Growth 2024-2029  
Table 35 - Forecast Sales of Pet Care by Category: % Value Growth 2024-2029

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## SOURCES

Summary 2 - Research Sources

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