

Cat Food in Romania

May 2024

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Cat Food in Romania - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Return to positive growth for cat food, with dry varieties leading the way
Wet cat food retains dominance, with pouches being more popular than cans
Discontinuation of Mars Kitekat brand impacts competitive landscape

PROSPECTS AND OPPORTUNITIES

Cat food will see increasing premiumisation, as cats are seen as valued family members
Growing popularity of dry food will be driven by its convenience and low cost
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