

# Dog Food in Romania

May 2024

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## Dog Food in Romania - Category analysis

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#### 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

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