

# 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 Premiumisation is set to continue

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