

# Other Pet Food in Romania

May 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Positive growth for other pet food, despite inflationary pressures
- Bird food leads volume sales
- Fish owners purchase increasingly sophisticated products

PROSPECTS AND OPPORTUNITIES

- Healthy growth expected, supported by better economic conditions
- Fish food will see strongest performance, despite decline in fish population
- Demand for convenience will benefit prepared food, despite ongoing competition from artisanal food

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