

# Dog Food in Romania

May 2024

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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  
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