



The growths of the Hungarian pet food export is unstoppable

In 2009 the Hungarian pet food industry improved its international positions: currently is a fourth biggest exporter among the EU Member States and globally managed to achieve the seventh position compared to the fifth and eighth ratings respectively. – Notwithstanding the global economic crisis it remained the pulling force of the Hungarian agri-food industry and has a growing share in the export. Thanks to its competitiveness the industry has kept the employment.

Budapest, 21 June 2010 – The economic crisis has not affected very much the pet food manufacturing sector, moreover the share of the export of the total revenue made up 74% which makes it a top exporter among the branches of the Hungarian food sector – states the recent study of the Hungarian Research Institute of Agricultural Economics entitled „*The pet food production in Hungary* – one of the driving sectors of of the food economy.

The Association which represents the biggest manufacturers and distributors in Hungary announced today that its value of the pet food production of its member companies reached HUF 75 Billion which exceeds last year's results by 7%.

Member companies maintained the value of the domestic sales which made up HUF 30 Billion, which means that they could not exceed 2008 performance which phenomenon is due to the crisis. Moreover all companies had to adapt to the changes in the demand of the Hungarian consumers.

Hungarian pet food manufacturers invested app. HUF 50 Billion in the past two decades in manufacturing and sustainability investments and have long term plans in Hungary.

Members of the Hungarian Pet Food Association: the biggest Hungarian pet food manufacturers such as Mars, Nestlé and Pet Hungária (part of the Provimi Holding), and distributors like Alpha Pet, Royal Canin, and Vitakraft.

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