



**Humane
World for
Animals™**

Formerly called
Humane Society International



Romania's chicken industry & shifting consumer preferences

Chickens suffer intensively in the meat industry and improving welfare is not only the right thing to do, but also important for the future of the chicken industry. As customers ask for higher welfare products and market standards change, improving how chickens are raised will help the industry grow and keep Romania strong in the European market.

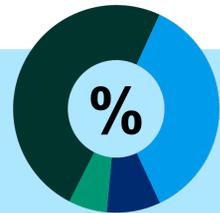
Romania's broiler chicken industry

Romania is a significant part of Europe's broiler chicken industry, supplying both domestic and international markets with poultry products. In 2023, more than 6.4 billion chickens were slaughtered in the European Union. Romania ranked eighth, responsible for slaughtering 300.8 million chickens.¹

Chicken meat production plays an important role in Romania's economy. The sector has experienced solid growth since 2000.² Forecasts suggest production will rise over the next decade, making the need for improved welfare an even more urgent issue.³ Chickens are the most slaughtered animals by numbers in Romania.

Currently, approximately 90% of chickens are raised in intensive indoor systems in the European Union, in which tens of thousands of birds with fast growth rates are packed into barns at high stocking densities.⁴ The vast majority of chicken production in Romania follows the same intensive indoor production model. So far, only a few chicken producers in Romania use alternative, higher welfare farming models, consistent with the European Chicken Commitment (ECC) criteria, or raise higher welfare chicken breeds.

This factsheet explores chicken welfare and ECC in more detail.



Romanians and farm animal welfare

Consumer preferences have changed over the years. Recent surveys show more concern for farmed animal welfare and a growing demand for more ethically produced products.

92% of Romanians find it very important to ensure good farm animal welfare.⁵

80% of Romanians are willing to pay up to 10% more for higher animal welfare products.⁶

13.9% increase of retail sales of free-range and organic chicken meat in Romania between 2018-2022.⁷

Which companies have committed to the ECC with operations in Romania?⁸

Restaurants

Holder Group, including PAUL
Groupe Le Duff, including
Brioche Dorée and Bridor
IKEA
Pizza Hut
Subway

Retailer

Biosano

Manufacturers

Bonduelle
Dr. Oetker
Danone
Freiberger Lebensmittel
Hill's
Nestlé
Unilever, including Knorr

Hospitality

Louvre Hotels, including Golden
Tulip
Accor, including Sofitel, Swissotel,
Pullman, Novotel, Mercure and
Ibis Styles

Food service

Sodexo



The Pecking Order

Since 2023, Humane World for Animals has published The Pecking Order reports, evaluating the chicken welfare policies of major fast-food brands in Romania and Poland. The report highlights the urgent need for Romania's fast-food sector to improve welfare standards, in line with growing consumer expectations. It also provides actionable steps for businesses, lawmakers, and consumers to drive meaningful change.



"Romanians want better lives for chickens — but today, they are bred to grow so fast many cannot even walk properly. It's time the industry listens and acts."

— **Elise Allart**,
Program Director,
Corporate Engagement,
Humane World for
Animals Europe

References

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- ³ Irimia R, Tapaloaga D, Cosmin S, Ilie L, and Tapaloaga P. 2023. Chicken Meat Production Trends in Romania – a Twelve-Year Forecast. Annals of "Valahia" University of Târgoviște. Agriculture. sciendo.com/article/10.2478/agr-2023-0002. Accessed September 6, 2024.
- ⁴ EFSA AHAW Panel (EFSA Panel on Animal Health and Animal Welfare), Nielsen SS, Alvarez J, Bicout DJ, et al. . 2023. Scientific Opinion on the welfare of broilers on farm. EFSA Journal 21(2):7788. efsa.onlinelibrary.wiley.com/doi/epdf/10.2903/j.efsa.2023.7788. Accessed July 14, 2025.
- ⁵ Novel Research. 2023. People's attitude towards domestic animal welfare. Quantitative research report. October 2023.
- ⁶ Novel Research. 2023. People's attitude towards domestic animal welfare. Quantitative research report. October 2023.
- ⁷ Maia Research. 2024. Customized EU Cage Free Eggs, Cage Free Chicken Meat and Crate Free Pork Industry Market Research Report. January 2024.
- ⁸ Chicken Watch. Progress tracker. chickenwatch.org/progress-tracker?filterK=Broiler. Accessed July 14, 2025.