

Romania Food and Drink Report Q3 2016

<https://marketpublishers.com/r/R156C16ADD3EN.html>

Date: June 2016

Pages: 94

Price: US\$ 1,295.00 (Single User License)

ID: R156C16ADD3EN

Abstracts

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BMI View: Romania's food and drink industry is poised for good growth, on the back of rising disposable incomes that will be aided by successive tax cuts, rising average wages and favourable labour market conditions. Consumers will increasingly trade up price points over our forecast period, which will drive value growth in the mass grocery retail sector. Premium categories will see good growth as discretionary spending rises.

Key Trends & Industry Developments

Food sales (local currency) growth y-o-y in 2016 +3.3%; compound annual growth rate 2015-2020: +5.6%.

The alcoholic drinks category will show a slow recovery over our forecast period.

Expansions of the discount, supermarket and hypermarket formats will drive mass grocery retail growth over our forecast period.

Contents

BMI Industry View
Key Trends & Industry Developments
SWOT
Food & Drink
Industry Forecast
Consumer Outlook
Latest Updates
Structural Trends
Food
Latest Updates
Structural Trends
Table: Food Sales (Romania 2013-2020)
Drink
Latest Updates
Structural Trends
Alcoholic Drinks
Table: Total Alcoholic Drinks Spending And Consumption (Romania 2013-2020)
Table: Non-Alcoholic Drinks Sales (Romania 2013-2020)
Mass Grocery Retail
Latest Updates
Structural Trends
Industry Risk Reward Index
Central And Eastern Europe - Risk/Reward Index
Table: Central & Eastern Europe - Food & Drink Risk/Reward Index, Q316
Romania Risk/Reward Index
Market Overview
Food
Recent Developments
Market Drivers & Trends
Drink
Recent Developments
Market Drivers & Trends
Mass Grocery Retail
Recent Developments
Market Drivers & Trends
Competitive Landscape
Table: Key Players in Romania's Food Sector

Table: Key Players in Romania's Drinks Sector

Table: Key Players in Romania's Mass Retail Grocery Sector

Company Profile

Auchan

Bergenbier (Molson Coors)

Cris-Tim

Delhaize

Heineken Romania

Carrefour

Kandia Dulce

Metro Cash & Carry Romania

Nestlé Romania

Pepsi Americas Romania

Rewe Romania

SABMiller Romania

Vel Pitar

Demographic Forecast

Table: Population Headline Indicators (Romania 1990-2025)

Table: Key Population Ratios (Romania 1990-2025)

Table: Urban/Rural Population & Life Expectancy (Romania 1990-2025)

Table: Population By Age Group (Romania 1990-2025)

Table: Population By Age Group % (Romania 1990-2025)

Glossary

Food & Drink

Mass Grocery Retail

Methodology

Industry Forecast Methodology

Sector-Specific Methodology

Sources

Risk/Reward Index Methodology

Table: Food & Drink Risk/Reward Index Indicators

Table: Weighting

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