

# Butter and Margarine in Romania

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## Abstracts

The performance of butter and margarine in 2017 can be seen as the result of the improvement of purchasing power, followed by a change in consumption from margarine to butter. In fact, margarine and butter each have different elasticity of demand and can be considered as complementary products although they meet the same demand for consumption and cooking. The higher available incomes were found in a higher growth rate for value compared to volume in 2017.

Euromonitor International's Butter and Margarine in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

**Product coverage:** Butter, Cooking Fats, Margarine and Spreads.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Butter and Margarine market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Salary Growth: When More Is Merrier

Market Concentration: Many United Into One

Retailing: More Modern

Future Growth: Steady As You Go

Key Trends and Developments

Convenience: It Is Easier

Health and Wellness: Get It, It Is Good for You

Modern Retailers: If You Build It, They Will Come

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