

Fortified/Functional Packaged Food in Romania

<https://marketpublishers.com/r/FB70A85C447EN.html>

Date: January 2021

Pages: 29

Price: US\$ 990.00 (Single User License)

ID: FB70A85C447EN

Abstracts

Current value sales of fortified/functional packaged food continued to grow in 2020. This growth was driven by the general health and wellness trend, and accelerated by many Romanian consumers paying more attention to their health in light of the COVID-19 pandemic. This trend extended to baby products: current value sales for fortified/functional milk formula rose sharply in 2020. High rates of growth were also seen across packaged food overall, including in high-value categories such as fortifi...

Euromonitor International's Fortified/Functional Packaged Food in Romania report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2016-2020, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2025 illustrate how the market is set to change.

Product coverage: FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

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

Why buy this report?

Get a detailed picture of the Fortified/Functional Packaged Food 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.

Contents

KEY DATA FINDINGS

2020 IMPACT

Consumers turn to fortified/functional products to ward off COVID-19

Fears of COVID-19 lead consumers to think about their digestive health

Development of fortified/functional packaged food now reaches all age groups

RECOVERY AND OPPORTUNITIES

Pandemic stress to drive demand for products that help the heart

Activia to drive further growth of probiotic yoghurt

Fortified/functional packaged food to be increasingly marketed to the elderly

CATEGORY DATA

Table 1 Sales of Fortified/Functional Packaged Food by Category: Value 2015-2020

Table 2 Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2015-2020

Table 3 Key Functional Ingredients in Fortified/Functional Breakfast Cereals: % Value 2015-2020

Table 4 Key Functional Ingredients in Fortified/Functional Bread: % Value 2015-2020

Table 5 Key Functional Ingredients in Fortified/Functional Chocolate Confectionery: % Value 2015-2020

Table 6 Key Functional Ingredients in Fortified/Functional Sugar Confectionery: % Value 2015-2020

Table 7 Key Functional Ingredients in Fortified/Functional Milk: % Value 2015-2020

Table 8 Key Functional Ingredients in Fortified/Functional Sweet Biscuits: % Value 2015-2020

Table 9 Sales of Fortified/Functional Yoghurt by Standard Fat vs Reduced Fat: % Value 2015-2020

Table 10 NBO Company Shares of Fortified/Functional Packaged Food: % Value 2016-2020

Table 11 LBN Brand Shares of Fortified/Functional Packaged Food: % Value 2017-2020

Table 12 LBN Brand Shares of Fortified/Functional Bread: % Value 2017-2020

Table 13 Distribution of Fortified/Functional Packaged Food by Format: % Value 2015-2020

Table 14 Forecast Sales of Fortified/Functional Packaged Food by Category: Value 2020-2025

Table 15 Forecast Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2020-2025

EXECUTIVE SUMMARY

COVID-19 impact on health and wellness

COVID-19 country impact

Company response

Retailing shift

Foodservice vs retail split

What next for health and wellness?

MARKET DATA

Table 16 Sales of Health and Wellness by Type: Value 2015-2020

Table 17 Sales of Health and Wellness by Type: % Value Growth 2015-2020

Table 18 Sales of Health and Wellness by Category: Value 2015-2020

Table 19 Sales of Health and Wellness by Category: % Value Growth 2015-2020

Table 20 Sales of Health and Wellness by Prime Positioning: Value 2015-2020

Table 21 Sales of Health and Wellness by Prime Positioning: % Value Growth 2015-2020

Table 22 NBO Company Shares of Health and Wellness: % Value 2016-2020

Table 23 LBN Brand Shares of Health and Wellness: % Value 2017-2020

Table 24 Distribution of Health and Wellness by Format: % Value 2015-2020

Table 25 Distribution of Health and Wellness by Format and Category: % Value 2020

Table 26 Forecast Sales of Health and Wellness by Type: Value 2020-2025

Table 27 Forecast Sales of Health and Wellness by Type: % Value Growth 2020-2025

Table 28 Forecast Sales of Health and Wellness by Category: Value 2020-2025

Table 29 Forecast Sales of Health and Wellness by Category: % Value Growth 2020-2025

Table 30 Forecast Sales of Health and Wellness by Prime Positioning: Value 2020-2025

Table 31 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2020-2025

GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Fortified/Functional Packaged Food in Romania

Product link: <https://marketpublishers.com/r/FB70A85C447EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/FB70A85C447EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970