

Free From in Romania

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Abstracts

Developments in free from packaged food followed the general health and wellness trend in 2020, and were relatively unscathed by the start of the COVID-19 pandemic. Free from gluten and free from lactose products grew thanks to the fact that they are now often recommended by doctors. They have also become trendy among younger urban consumers. Free from dairy and free from meat meat substitutes have mostly been consumed by devout Christian Romanians, who give up certain products during religious...

Euromonitor International's Free From 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: Free From Allergens, Free From Dairy, Free From Gluten, Free From Lactose, Free From Meat.

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

Why buy this report?

Get a detailed picture of the Free From 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

Free from products come to the fore as consumers take greater care of their health

Affordable prices help gluten and lactose free products to stay in demand

Increased home working leads to surge in demand for free from gluten pasta

RECOVERY AND OPPORTUNITIES

Post-COVID-19 lifestyles to fuel demand for free from products

Development of free from food to rely on winning new consumers

Free from gluten and free from lactose brands to be repositioned as mainstream products

CATEGORY DATA

Table 1 Sales of Free From by Category: Value 2015-2020

Table 2 Sales of Free From by Category: % Value Growth 2015-2020

Table 3 NBO Company Shares of Free From: % Value 2016-2020

Table 4 LBN Brand Shares of Free From: % Value 2017-2020

Table 5 Distribution of Free From by Format: % Value 2015-2020

Table 6 Forecast Sales of Free From by Category: Value 2020-2025

Table 7 Forecast Sales of Free From 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 8 Sales of Health and Wellness by Type: Value 2015-2020

Table 9 Sales of Health and Wellness by Type: % Value Growth 2015-2020

Table 10 Sales of Health and Wellness by Category: Value 2015-2020

Table 11 Sales of Health and Wellness by Category: % Value Growth 2015-2020

Table 12 Sales of Health and Wellness by Prime Positioning: Value 2015-2020

Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth 2015-2020

Table 14 NBO Company Shares of Health and Wellness: % Value 2016-2020

Table 15 LBN Brand Shares of Health and Wellness: % Value 2017-2020

Table 16 Distribution of Health and Wellness by Format: % Value 2015-2020

Table 17 Distribution of Health and Wellness by Format and Category: % Value 2020

Table 18 Forecast Sales of Health and Wellness by Type: Value 2020-2025

Table 19 Forecast Sales of Health and Wellness by Type: % Value Growth 2020-2025

Table 20 Forecast Sales of Health and Wellness by Category: Value 2020-2025

Table 21 Forecast Sales of Health and Wellness by Category: % Value Growth
2020-2025

Table 22 Forecast Sales of Health and Wellness by Prime Positioning: Value 2020-2025

Table 23 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth
2020-2025

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GLOBAL INDUSTRY ENVIRONMENT

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SOURCES

Summary 1 Research Sources

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