

# Health and Wellness in Romania

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## Abstracts

The continued positive development in HW packaged food in 2021 is a result of both existing health trends and the ongoing impact of COVID-19 on consumers' choices. Romanian consumers' pursuit of health and wellness and an aim for protection against COVID-19 the good performance of HW packaged food types with specific claims. The COVID-19 pandemic has not had a negative impact on HW hot drinks, as foodservice only accounts for a marginal part of their overall sales volumes. Rather, the performanc...

Euromonitor International's Health and Wellness 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 2017-2021, 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 2026 illustrate how the market is set to change.

**Product coverage:** Focus Categories by Key Functional Ingredients, Health and Wellness by Category, Health and Wellness by Type, Health Wellness by Prime Positioning.

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

## Why buy this report?

Get a detailed picture of the Health and Wellness 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

### HEALTH AND WELLNESS IN ROMANIA

#### EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

#### MARKET DATA

Table 1 Sales of Health and Wellness by Type: Value 2016-2021

Table 2 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 3 Sales of Health and Wellness by Category: Value 2016-2021

Table 4 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 5 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 6 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 7 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 8 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 9 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 10 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 11 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 12 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 13 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 14 Forecast Sales of Health and Wellness by Category: % Value Growth  
2021-2026

Table 15 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 16 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth  
2021-2026

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

### BETTER FOR YOU BEVERAGES IN ROMANIA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Health concerns see BFY reduced caffeine beverages maintain the best sales performance in 2021

Only premium brands continue to be available in BFY reduced caffeine hot drinks

Health and wellness trend sustains sales of reduced sugar soft drinks

#### PROSPECTS AND OPPORTUNITIES

Ageing population with medical concerns will drive sales of reduced caffeine coffee  
Decaffeinated products from the top coffee players will encourage demand from the younger generation

Low sugar brands expected to see increasing demand in the forecast period

#### CATEGORY DATA

Table 17 Sales of BFY Beverages by Category: Value 2016-2021

Table 18 Sales of BFY Beverages by Category: % Value Growth 2016-2021

Table 19 NBO Company Shares of BFY Beverages: % Value 2017-2021

Table 20 LBN Brand Shares of BFY Beverages: % Value 2018-2021

Table 21 Distribution of BFY Beverages by Format: % Value 2016-2021

Table 22 Forecast Sales of BFY Beverages by Category: Value 2021-2026

Table 23 Forecast Sales of BFY Beverages by Category: % Value Growth 2021-2026

#### FORTIFIED/FUNCTIONAL BEVERAGES IN ROMANIA

##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

FF fruit/herbal tea sales continue to rise as consumers seek extra measures to support their wellbeing

Concerns for their own and their children's health amid COVID-19 drive sales of FF fruit/herbal tea and chocolate-based flavoured powder drinks

FF bottled water performs best with health-conscious consumers seeking more targeted benefits from functional water

##### PROSPECTS AND OPPORTUNITIES

Strong growth anticipated for FF fruit/herbal tea as consumers seek products to help maintain general wellbeing

Popularity of vitamin and alkaline waters expected to grow due to wider promotion

New product launches expected to support continued retail growth

#### CATEGORY DATA

Table 74 Sales of Fortified/Functional Beverages by Category: Value 2016-2021

Table 75 Sales of Fortified/Functional Beverages by Category: % Value Growth 2016-2021

Table 76 Key Functional Ingredients in Fortified/Functional Bottled Water: % Value 2016-2021

Table 77 Key Functional Ingredients in Fortified/Functional Nectars (25-99% juice): % Value 2016-2021

Table 78 NBO Company Shares of Fortified/Functional Beverages: % Value 2017-2021

Table 79 LBN Brand Shares of Fortified/Functional Beverages: % Value 2018-2021

Table 80 Distribution of Fortified/Functional Beverages by Format: % Value 2016-2021

Table 81 Forecast Sales of Fortified/Functional Beverages by Category: Value 2021-2026

Table 82 Forecast Sales of Fortified/Functional Beverages by Category: % Value Growth 2021-2026

## NATURALLY HEALTHY BEVERAGES IN ROMANIA

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Romanian consumers seek beverages with preventive and curative attributes and immunity support

Naturally healthy beverages continues to benefit from consumers' search for natural and preventative health solutions

Consumers' willingness to try new tastes and growing avoidance of high-sugar beverages support strong growth of NH flavoured bottled water and superfruit juice

### PROSPECTS AND OPPORTUNITIES

Growing demand for naturally healthy beverages expected to boost both premium and private label brands

Reopening of tea houses expected to have a positive influence on retail sales of NH green tea

Plant-based Inka likely to drive the further growth of NH other hot drinks in the forecast period

### CATEGORY DATA

Table 24 Sales of NH Beverages by Category: Value 2016-2021

Table 25 Sales of NH Beverages by Category: % Value Growth 2016-2021

Table 26 NBO Company Shares of NH Beverages: % Value 2017-2021

Table 27 LBN Brand Shares of NH Beverages: % Value 2018-2021

Table 28 Distribution of NH Beverages by Format: % Value 2016-2021

Table 29 Forecast Sales of NH Beverages by Category: Value 2021-2026

Table 30 Forecast Sales of NH Beverages by Category: % Value Growth 2021-2026

## ORGANIC BEVERAGES IN ROMANIA

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Organic fresh coffee still unaffected by the impact of COVID-19 due to its loyal, higher-income consumers

Development of organic products driven by private label

Health trend sees ongoing strong growth in organic fruit/vegetable juice

### PROSPECTS AND OPPORTUNITIES

Organic beverages set for strong growth in the forecast period due to premium perception and the wider spread of private label

Strong growth of organic fruit/vegetable juice set to be driven by demand for juices that are as natural as possible

Locally-produced organic beverages to become more popular

## CATEGORY DATA

Table 31 Sales of Organic Beverages by Category: Value 2016-2021

Table 32 Sales of Organic Beverages by Category: % Value Growth 2016-2021

Table 33 NBO Company Shares of Organic Beverages: % Value 2017-2021

Table 34 LBN Brand Shares of Organic Beverages: % Value 2018-2021

Table 35 Distribution of Organic Beverages by Format: % Value 2016-2021

Table 36 Forecast Sales of Organic Beverages by Category: Value 2021-2026

Table 37 Forecast Sales of Organic Beverages by Category: % Value Growth 2021-2026

## BETTER FOR YOU PACKAGED FOOD IN ROMANIA

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Lower demand for sugar-free gum amid ongoing pandemic brings value decline for reduced sugar food; reduced fat dairy grows by its association with diet wellbeing  
Downtrend in reduced fat yoghurt is outweighed by growth in reduced fat butter and spreads and flavoured milk drinks

BFY reduced salt food grows fastest linked to healthy diets, medical advice and the higher price of reduced salt butter and spreads

### PROSPECTS AND OPPORTUNITIES

Media campaigns for healthy lifestyles and the greater visibility of BFY packaged food will prompt its further growth in the forecast period

BFY reduced sugar packaged food set to recover from 2022 as resumed social interaction boosts sales of sugar-free gum

Natural fats trend underlies the expected decline in reduced fat yoghurt and thus in BFY reduced fat packaged food

## CATEGORY DATA

Table 38 Sales of BFY Packaged Food by Category: Value 2016-2021

Table 39 Sales of BFY Packaged Food by Category: % Value Growth 2016-2021

Table 40 NBO Company Shares of BFY Packaged Food: % Value 2017-2021

Table 41 LBN Brand Shares of BFY Packaged Food: % Value 2018-2021

Table 42 Distribution of BFY Packaged Food by Format: % Value 2016-2021

Table 43 Forecast Sales of BFY Packaged Food by Category: Value 2021-2026

Table 44 Forecast Sales of BFY Packaged Food by Category: % Value Growth 2021-2026

## FREE FROM IN ROMANIA

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Pursuit of healthy and ethical lifestyles results in ongoing high growth of free from products



Affordability and recognised brand names drive growth in free from ranges  
Increase in the consumer base makes free from dairy the most dynamic, while  
affordability and new launches keep free from meat the biggest

#### PROSPECTS AND OPPORTUNITIES

Good growth forecast for free from due to the increasing healthy eating trend and  
consumption by a particular consumer base of professionals

Free from meat and dairy set to remain largest and fastest growing with expansion of  
the existing consumer base and launches of new varieties

Free from lactose and gluten to experience development prompted by both medical  
recommendation and fashionable consumption

#### CATEGORY DATA

Table 45 Sales of Free From by Category: Value 2016-2021

Table 46 Sales of Free From by Category: % Value Growth 2016-2021

Table 47 NBO Company Shares of Free From: % Value 2017-2021

Table 48 LBN Brand Shares of Free From: % Value 2018-2021

Table 49 Distribution of Free From by Format: % Value 2016-2021

Table 50 Forecast Sales of Free From by Category: Value 2021-2026

Table 51 Forecast Sales of Free From by Category: % Value Growth 2021-2026

#### FORTIFIED/FUNCTIONAL PACKAGED FOOD IN ROMANIA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Pursuit of health and wellness and an aim for protection against COVID-19 underlie the  
good performance of fortified/functional packaged food

Added vitamin D and a digestive health positioning benefit FF yoghurt and FF vegetable  
and seed oil

New launch from Vel Pitar with added vitamins and minerals yields significant growth for  
FF bread

#### PROSPECTS AND OPPORTUNITIES

Pandemic-induced worries for health hold good prospects for fortified/functional  
packaged food with immunity support and digestive health positioning

FF dairy manufacturers may shift towards a new weight management positioning

New launches expected to be marketed to different population segments, with added  
vitamins and minerals likely to be popular

#### CATEGORY DATA

Table 52 Sales of Fortified/Functional Packaged Food by Category: Value 2016-2021

Table 53 Sales of Fortified/Functional Packaged Food by Category: % Value Growth  
2016-2021

Table 54 Key Functional Ingredients in Fortified/Functional Breakfast Cereals: % Value  
2016-2021

Table 55 Key Functional Ingredients in Fortified/Functional Bread: % Value 2016-2021

Table 56 Key Functional Ingredients in Fortified/Functional Chocolate Confectionery: % Value 2016-2021

Table 57 Key Functional Ingredients in Fortified/Functional Sugar Confectionery: % Value 2016-2021

Table 58 Key Functional Ingredients in Fortified/Functional Milk: % Value 2016-2021

Table 59 Key Functional Ingredients in Fortified/Functional Sweet Biscuits: % Value 2016-2021

Table 60 Sales of Fortified/Functional Yoghurt by Standard Fat vs Reduced Fat: % Value 2016-2021

Table 61 NBO Company Shares of Fortified/Functional Packaged Food: % Value 2017-2021

Table 62 LBN Brand Shares of Fortified/Functional Packaged Food: % Value 2018-2021

Table 63 LBN Brand Shares of Fortified/Functional Bread: % Value 2018-2021

Table 64 Distribution of Fortified/Functional Packaged Food by Format: % Value 2016-2021

Table 65 Forecast Sales of Fortified/Functional Packaged Food by Category: Value 2021-2026

Table 66 Forecast Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2021-2026

## NATURALLY HEALTHY PACKAGED FOOD IN ROMANIA

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Naturally healthy food has a long and strong tradition in Romania and naturally healthy packaged food brands are extensions of much-recognised standard brands

Upward consumption trend of NH high fibre food is driven by awareness of its benefits on digestive health and the marketing and distribution of new launches

NH sour milk products and NH honey benefit from the perception that they are a continuation of those made traditionally at home or by artisanal producers

#### PROSPECTS AND OPPORTUNITIES

Growth of naturally healthy packaged food expected to be driven by increasing pursuit of healthier lifestyles especially by the urban Romanian population

Less active lifestyles and efforts to tackle overweight will support the good performance of NH high fibre food in the forecast period

Competitive landscape of naturally healthy packaged food likely to remain highly fragmented owing to this characteristic of the biggest category, NH high fibre bread

#### CATEGORY DATA

Table 67 Sales of NH Packaged Food by Category: Value 2016-2021



Table 68 Sales of NH Packaged Food by Category: % Value Growth 2016-2021

Table 69 NBO Company Shares of NH Packaged Food: % Value 2017-2021

Table 70 LBN Brand Shares of NH Packaged Food: % Value 2018-2021

Table 71 Distribution of NH Packaged Food by Format: % Value 2016-2021

Table 72 Forecast Sales of NH Packaged Food by Category: Value 2021-2026

Table 73 Forecast Sales of NH Packaged Food by Category: % Value Growth 2021-2026

## ORGANIC PACKAGED FOOD IN ROMANIA

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

High growth in organic packaged food is down to increased consumption by loyal consumers rather than an enlarged consumer base

Dairy manufacturers support the development of organic products with organic variant launches of their popular brands

Retail chains continue to invest in dedicated organic sections in their stores and offer support for new organic farmers

#### PROSPECTS AND OPPORTUNITIES

Growth of organic set to be driven by polarisation of purchasing habits

Return of farm shops to have a limiting effect on the growth of organic packaged food

E-commerce to make a more important contribution to the growth of organic packaged food

#### CATEGORY DATA

Table 83 Sales of Organic Packaged Food by Category: Value 2016-2021

Table 84 Sales of Organic Packaged Food by Category: % Value Growth 2016-2021

Table 85 NBO Company Shares of Organic Packaged Food: % Value 2017-2021

Table 86 LBN Brand Shares of Organic Packaged Food: % Value 2018-2021

Table 87 Distribution of Organic Packaged Food by Format: % Value 2016-2021

Table 88 Forecast Sales of Organic Packaged Food by Category: Value 2021-2026

Table 89 Forecast Sales of Organic Packaged Food by Category: % Value Growth 2021-2026

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