

Meals and Soups in Romania

<https://marketpublishers.com/r/M87F90C4472DEN.html>

Date: November 2023

Pages: 22

Price: US\$ 990.00 (Single User License)

ID: M87F90C4472DEN

Abstracts

Projected retail volume growth for some categories of meals and soups in 2023 is boosted by the total lifting of Coronavirus (COVID-19) restrictions since 2022. This has led to a return to the office for employees for whom many of these products represent a convenient and rapid meal solution during the day. The return to work meant less cooking. Office employees increased their cooking frequency in the remote work period during pandemic lockdowns and home seclusion. However, with the resumption...

Euromonitor International's Meals and Soups in Romania report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

Get a detailed picture of the Meals and Soups 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

Meals and Soups in Romania

Euromonitor International

November 2023

List Of Contents And Tables

MEALS AND SOUPS IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Both traditional and premium recipes gain traction in ready meals

Convenience and healthy positioning boost prepared salads and frozen pizza

Chilled soup rides the health wave to post the fastest retail volume growth

PROSPECTS AND OPPORTUNITIES

Convenience and premiumisation to spur chilled and frozen ready meals

Dry soup to lose appeal amid the healthy food trend and return to busy on-the-go lifestyles

Private label and artisanal food present challenges to branded players

CATEGORY DATA

Table 1 Sales of Meals and Soups by Category: Volume 2018-2023

Table 2 Sales of Meals and Soups by Category: Value 2018-2023

Table 3 Sales of Meals and Soups by Category: % Volume Growth 2018-2023

Table 4 Sales of Meals and Soups by Category: % Value Growth 2018-2023

Table 5 Sales of Chilled Ready Meals by Ethnicity: % Value 2018-2023

Table 6 Sales of Frozen Ready Meals by Ethnicity: % Value 2018-2023

Table 7 NBO Company Shares of Meals and Soups: % Value 2019-2023

Table 8 LBN Brand Shares of Meals and Soups: % Value 2020-2023

Table 9 Distribution of Meals and Soups by Format: % Value 2018-2023

Table 10 Forecast Sales of Meals and Soups by Category: Volume 2023-2028

Table 11 Forecast Sales of Meals and Soups by Category: Value 2023-2028

Table 12 Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028

Table 13 Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028

COOKING INGREDIENTS AND MEALS IN ROMANIA

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 14 Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 15 Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 16 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 17 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 18 NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 19 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 20 Penetration of Private Label by Category: % Value 2018-2023

Table 21 Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 22 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 23 Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 24 Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 25 Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Meals and Soups in Romania

Product link: <https://marketpublishers.com/r/M87F90C4472DEN.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/M87F90C4472DEN.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