

Noodles in Romania

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Abstracts

Noodles achieved 3% current value growth and 2% retail volume growth in 2014, reaching value sales of RON14.8 million and volume sales of 540 tonnes.

Euromonitor International's Noodles 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 2010-2014, 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 2019 illustrate how the market is set to change.

Product coverage: Chilled Noodles, Frozen Noodles, Instant Noodles, Plain Noodles, Snack Noodles.

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

Why buy this report?

Get a detailed picture of the Noodles 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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Executive Summary

Sales of Packaged Food Recover Slowly in 2014

Demand Remains Impacted by Low Purchasing Power

Artisanal Products Dominates Sales in 2014

Modern Retailers Dominate Packaged Food Distribution

Private Label Influence on Packaged Food Leaves Room for Improvement

Key Trends and Developments

Economic Recovery Has Positive Effects on Packaged Food

Rural Areas Hold Strong Growth Potential

Private Label Brands Increase Presence

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