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Oils and Fats in Romania

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Abstracts

The high consumption of vegetable and seed oil in Romania led to a strong presence in both households and foodservice. As sunflower oil held by far the largest share in 2015, it dictated the performance of oils and fats as a whole. The ongoing low purchasing power of Romanian consumers continued to limit eating out. A tradition of home cooking, with sunflower oil being part of almost every meal, is very strong in Romania. However, the average unit price of sunflower oil fell in 2015 after the...

Euromonitor International's Oils and Fats 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: Butter, Cooking Fats, Margarine, Olive Oil, Spreadable Oils and Fats, 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 Oils and Fats market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

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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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