

# Organic Packaged Food in Romania

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## Abstracts

The high dynamics of organic packaged food in Romania in 2021 were the result of the big jump in sales in 2020 and, because of the pandemic, Romanians were more careful as to what they were consuming and their health state. Organic food was perceived as providing advantages such as the absence of preservatives, additives and genetic modifications, a natural source and farm origin. Of most importance in the strong advance of organic packaged food in 2021 was the perception that prices are higher...

Euromonitor International's Organic Packaged Food 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:** Organic Baby Food, Organic Bread, Organic Breakfast Cereals, Organic Chilled Processed Meat and Seafood, Organic Confectionery, Organic Dairy, Organic Edible Oil, Organic Frozen Meat, Seafood, Fruit and Vegetables, Organic Ice Cream, Organic Ready Meals, Organic Rice, Pasta and Noodles, Organic Sauces, Dressings and Condiments, Organic Savoury Snacks, Organic Shelf Stable Meat, Seafood, Fruit and Vegetables, Organic Soup, Organic Spreads, Organic Sweet Biscuits, Snack Bars and Fruit Snacks.

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

## Why buy this report?

Get a detailed picture of the Organic Packaged Food 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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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

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