

# Packaged Food in Romania

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## Abstracts

Packaged food continues to record retail value growth in Romania in 2020 despite significant changes in consumers' purchasing and consumption habits as a result of the COVID-19 pandemic. During 2020, many Romanians spent long periods working from home and studying remotely in a bid to curb COVID-19 transmission. This led to a fall in on-the-go consumption and negatively impacted sales in areas such as impulse ice cream. Conversely, more time spent at home has boosted consumption of products such...

Euromonitor International's Packaged Food 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 2015-2019, 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 2024 illustrate how the market is set to change.

**Product coverage:** Cooking Ingredients and Meals, Dairy Products and Alternatives, Snacks, Staple Foods.

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

### Why buy this report?

Get a detailed picture of the 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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