

Processed Meat and Seafood in Romania

<https://marketpublishers.com/r/PB584CA3F32EN.html>

Date: December 2020

Pages: 38

Price: US\$ 990.00 (Single User License)

ID: PB584CA3F32EN

Abstracts

The COVID-19 pandemic has had only a minimal impact on processed meat and seafood overall due to the importance of the category's products as highly popular staples among consumers of all ages and incomes in Romania. As such, overall sales have continued to grow in both retail value and volume terms, notably in the largest category of processed meat. Brief stockpiling of products by consumers was recorded prior to the lockdown in March 2020. During this period, sales of shelf stable meat and sea...

Euromonitor International's Processed Meat and Seafood 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: Meat Substitutes, Processed Meat, Processed Seafood.

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

Why buy this report?

Get a detailed picture of the Processed Meat and Seafood 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

KEY DATA FINDINGS

2020 IMPACT

COVID-19 drives shift towards packaged processed meat and seafood products in 2020
Chilled processed meat dominates sales as healthier lifestyles and flexitarian diets drive premiumisation

Cristim 2 Prodcom maintains lead as private label benefits from expansion of modern grocery retailers in 2020

RECOVERY AND OPPORTUNITIES

Lifestyle changes set to prompt reduced consumption of processed meat in 2021

Chilled processed meat set to remain dominant as consumers continue to switch to poultry and seafood

Meat substitutes set to cement position as replacement for processed meat and seafood

CATEGORY DATA

Table 1 Sales of Processed Meat and Seafood by Category: Volume 2015-2020

Table 2 Sales of Processed Meat and Seafood by Category: Value 2015-2020

Table 3 Sales of Processed Meat and Seafood by Category: % Volume Growth 2015-2020

Table 4 Sales of Processed Meat and Seafood by Category: % Value Growth 2015-2020

Table 5 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2015-2020

Table 6 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2015-2020

Table 7 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2015-2020

Table 8 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2015-2020

Table 9 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2015-2020

Table 10 NBO Company Shares of Processed Meat and Seafood: % Value 2016-2020

Table 11 LBN Brand Shares of Processed Meat and Seafood: % Value 2017-2020

Table 12 Distribution of Processed Meat and Seafood by Format: % Value 2015-2020

Table 13 Forecast Sales of Processed Meat and Seafood by Category: Volume 2020-2025

Table 14 Forecast Sales of Processed Meat and Seafood by Category: Value 2020-2025

Table 15 Forecast Sales of Processed Meat and Seafood by Category: % Volume Growth 2020-2025

Table 16 Forecast Sales of Processed Meat and Seafood by Category: % Value Growth
2020-2025

I would like to order

Product name: Processed Meat and Seafood in Romania

Product link: <https://marketpublishers.com/r/PB584CA3F32EN.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/PB584CA3F32EN.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