

Snacks in Romania

<https://marketpublishers.com/r/S831239B81EBEN.html>

Date: June 2024

Pages: 73

Price: US\$ 2,100.00 (Single User License)

ID: S831239B81EBEN

Abstracts

Snacks in Romania is seeing a small negative-digit volume decline in 2024, with the volume decline in off-trade sales counteracting the small positive volume gains in on-trade terms. On the other hand, value sales are better supported by inflationary pressures driving up unit prices. That said, baseline demand for snacks continues, driven by the post-pandemic landscape heralding a return to out-of-home, on-the-go lifestyles. Added to which, snacks are associated with moments of pleasure and indu...

Euromonitor International's Snacks in Romania report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, 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 Snacks 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

Snacks in Romania
Euromonitor International
June 2024

LIST OF CONTENTS AND TABLES

SNACKS IN ROMANIA

EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2019-2024

Table 2 Sales of Snacks by Category: Value 2019-2024

Table 3 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 4 Sales of Snacks by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Snacks: % Value 2020-2024

Table 6 LBN Brand Shares of Snacks: % Value 2021-2024

Table 7 Penetration of Private Label by Category: % Value 2019-2024

Table 8 Distribution of Snacks by Format: % Value 2019-2024

Table 9 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 10 Forecast Sales of Snacks by Category: Value 2024-2029

Table 11 Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 12 Forecast Sales of Snacks by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Value sales supported by price hikes, while volume is in a slump

Premium positioned chocolate takes the strongest hit

Countlines fare better due to lower unit prices and wide popularity

PROSPECTS AND OPPORTUNITIES

Chocolate confectionery sales set to recover in line with an easing of inflationary pressures

International players will continue to lead the charge in chocolate confectionery

Sales trends continue to be influenced by retail developments

CATEGORY DATA

Table 13 Sales of Chocolate Confectionery by Category: Volume 2019-2024

Table 14 Sales of Chocolate Confectionery by Category: Value 2019-2024

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024

Table 17 Sales of Chocolate Tablets by Type: % Value 2019-2024

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2020-2024

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2019-2024

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029

Table 22 Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029

Table 23 Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029

Table 24 Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029

GUM IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Gum achieves positive volume and robust value sales, thanks to strength of chewing gum

Mars dominates gum with its strong portfolio of well-known brands

Health and wellbeing trends vs gum

PROSPECTS AND OPPORTUNITIES

Room for further innovation in gum, as health and wellness trends grow stronger

Mars will retain its competitive dominance thanks to strength of its portfolio and distribution reach

Gum set to maintain a positive trajectory, supported by Mars' myriad strengths

CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2019-2024

Table 26 Sales of Gum by Category: Value 2019-2024

Table 27 Sales of Gum by Category: % Volume Growth 2019-2024

Table 28 Sales of Gum by Category: % Value Growth 2019-2024

Table 29 Sales of Gum by Flavour: Rankings 2019-2024

Table 30 NBO Company Shares of Gum: % Value 2020-2024

Table 31 LBN Brand Shares of Gum: % Value 2021-2024

Table 32 Distribution of Gum by Format: % Value 2019-2024

Table 33 Forecast Sales of Gum by Category: Volume 2024-2029

Table 34 Forecast Sales of Gum by Category: Value 2024-2029

Table 35 Forecast Sales of Gum by Category: % Volume Growth 2024-2029

Table 36 Forecast Sales of Gum by Category: % Value Growth 2024-2029

SUGAR CONFECTIONERY IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sugar confectionery suffers from high sugar prices and sugar-based VAT hikes

Halva remains a niche in other sugar confectionery

Haribo maintains its lead, while local player Bomboniera benefits from wide portfolio and stevia-sweetened options

PROSPECTS AND OPPORTUNITIES

Sugar confectionery expected to return to positive volume growth

Developments in retail will help support sales of private label brands

Premiumisation to be focussed on urban areas

CATEGORY DATA

Summary 2 Other Sugar Confectionery by Product Type: 2024

Table 37 Sales of Sugar Confectionery by Category: Volume 2019-2024

Table 38 Sales of Sugar Confectionery by Category: Value 2019-2024

Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024

Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2019-2024

Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024

Table 42 NBO Company Shares of Sugar Confectionery: % Value 2020-2024

Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

Table 44 Distribution of Sugar Confectionery by Format: % Value 2019-2024

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 46 Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 47 Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 48 Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Snack bars support overall category sales due to “healthy” image, but are still affected by sugar VAT

Protein/energy bars maintain healthy positive volume sales

Consumers stay sweet on filled biscuits

PROSPECTS AND OPPORTUNITIES

A return to positive volume growth expected, while some uncertainties still remain

Health and wellness trends will drive developments in ingredients and formulations

Modern retail trends will benefit private label and large brands alike

CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2020-2024

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2021-2024

Table 57 NBO Company Shares of Snack Bars: % Value 2020-2024

Table 58 LBN Brand Shares of Snack Bars: % Value 2021-2024

Table 59 NBO Company Shares of Fruit Snacks: % Value 2020-2024

Table 60 LBN Brand Shares of Fruit Snacks: % Value 2021-2024

Table 61 Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024

Table 62 Distribution of Sweet Biscuits by Format: % Value 2019-2024

Table 63 Distribution of Snack Bars by Format: % Value 2019-2024

Table 64 Distribution of Fruit Snacks by Format: % Value 2019-2024

Table 65 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029

Table 66 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029

Table 67 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category:
% Volume Growth 2024-2029

Table 68 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category:
% Value Growth 2024-2029

ICE CREAM IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ice cream volumes slump, despite consumers enjoying out-and-about lifestyles

Plant-based ice cream achieves positive volume growth due to strength of Alpro brand

Unilever maintains its lead, benefitting from its portfolio of both local and global brands

PROSPECTS AND OPPORTUNITIES

Seasonal factors will continue to influence performance, as the expansion of modern retail boosts distribution

Recovery in different formats suited to different distribution channels

Players set to use branding on freezers in small local grocers during summer months

CATEGORY DATA

Table 69 Sales of Ice Cream by Category: Volume 2019-2024

Table 70 Sales of Ice Cream by Category: Value 2019-2024

Table 71 Sales of Ice Cream by Category: % Volume Growth 2019-2024

Table 72 Sales of Ice Cream by Category: % Value Growth 2019-2024

Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2019-2024

Table 74 Sales of Impulse Ice Cream by Format: % Value 2019-2024

Table 75 NBO Company Shares of Ice Cream: % Value 2020-2024

Table 76 LBN Brand Shares of Ice Cream: % Value 2021-2024

Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2020-2024

Table 78 LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024

Table 79 NBO Company Shares of Take-home Ice Cream: % Value 2020-2024

Table 80 LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024

Table 81 Distribution of Ice Cream by Format: % Value 2019-2024

Table 82 Forecast Sales of Ice Cream by Category: Volume 2024-2029

Table 83 Forecast Sales of Ice Cream by Category: Value 2024-2029

Table 84 Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029

Table 85 Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

SAVOURY SNACKS IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Savoury snacks is seeing positive volume growth, supported by the “snackification” trend

Health-focussed trends boost sales for the leading players in individual subcategories

Intersnack and PepsiCo benefit from their local manufacturing facilities

PROSPECTS AND OPPORTUNITIES

Ongoing growth supported by innovations in flavours, textures, and ingredients

Local production set to become increasingly key to success

Retail trends will benefit private label, supermarkets, and small local grocers alike

CATEGORY DATA

Table 86 Sales of Savoury Snacks by Category: Volume 2019-2024

Table 87 Sales of Savoury Snacks by Category: Value 2019-2024

Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2019-2024

Table 89 Sales of Savoury Snacks by Category: % Value Growth 2019-2024

Table 90 NBO Company Shares of Savoury Snacks: % Value 2020-2024

Table 91 LBN Brand Shares of Savoury Snacks: % Value 2021-2024

Table 92 Distribution of Savoury Snacks by Format: % Value 2019-2024

Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2024-2029

Table 94 Forecast Sales of Savoury Snacks by Category: Value 2024-2029

Table 95 Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029

Table 96 Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

I would like to order

Product name: Snacks in Romania

Product link: <https://marketpublishers.com/r/S831239B81EBEN.html>

Price: US\$ 2,100.00 (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/S831239B81EBEN.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