

Staple Foods in Romania

<https://marketpublishers.com/r/SD600C79B87CEN.html>

Date: November 2023

Pages: 67

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

ID: SD600C79B87CEN

Abstracts

In the backdrop of sustained high inflation in Romania in 2023, the resulting high cost of living significantly impacted the retail sales of basic food products, defining the landscape for staple foods during the same year. Analysis of statistics and consumer price indices for June 2023 across various staple categories revealed consistent growth, at least at the level of inflation, for the average shelf unit price. This trend underscored the challenge posed by the escalating prices of essential...

Euromonitor International's Staple Foods 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

Get a detailed picture of the Staple Foods 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

Staple Foods in Romania

Euromonitor International

November 2023

List Of Contents And Tables

STAPLE FOODS IN ROMANIA

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 1 Sales of Staple Foods by Category: Volume 2018-2023

Table 2 Sales of Staple Foods by Category: Value 2018-2023

Table 3 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 4 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 6 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 7 Penetration of Private Label by Category: % Value 2018-2023

Table 8 Distribution of Staple Foods by Format: % Value 2018-2023

Table 9 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 10 Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 11 Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 12 Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

BAKED GOODS IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bread as a key driver and government intervention

Changes in consumption patterns in baked goods

Dominance of artisanal bread and industry consolidation

PROSPECTS AND OPPORTUNITIES

Continued transition from unpackaged to packaged bread

Persistent fragmentation and limited national presence
Sustained importance of cakes, with emphasis on tradition

CATEGORY DATA

- Table 13 Sales of Baked Goods by Category: Volume 2018-2023
- Table 14 Sales of Baked Goods by Category: Value 2018-2023
- Table 15 Sales of Baked Goods by Category: % Volume Growth 2018-2023
- Table 16 Sales of Baked Goods by Category: % Value Growth 2018-2023
- Table 17 Sales of Pastries by Type: % Value 2018-2023
- Table 18 NBO Company Shares of Baked Goods: % Value 2019-2023
- Table 19 LBN Brand Shares of Baked Goods: % Value 2020-2023
- Table 20 Distribution of Baked Goods by Format: % Value 2018-2023
- Table 21 Forecast Sales of Baked Goods by Category: Volume 2023-2028
- Table 22 Forecast Sales of Baked Goods by Category: Value 2023-2028
- Table 23 Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028
- Table 24 Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

BREAKFAST CEREALS IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Health-driven resilience in breakfast cereal consumption
Hot cereals' substantial growth potential
Nestlé's pioneering leadership in breakfast cereals

PROSPECTS AND OPPORTUNITIES

Health-focused consumption in breakfast cereals
Modern grocery outlets drive breakfast cereals sales
Hot cereals to lead the way, followed by children's breakfast cereals

CATEGORY DATA

- Table 25 Sales of Breakfast Cereals by Category: Volume 2018-2023
- Table 26 Sales of Breakfast Cereals by Category: Value 2018-2023
- Table 27 Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023
- Table 28 Sales of Breakfast Cereals by Category: % Value Growth 2018-2023
- Table 29 NBO Company Shares of Breakfast Cereals: % Value 2019-2023
- Table 30 LBN Brand Shares of Breakfast Cereals: % Value 2020-2023
- Table 31 Distribution of Breakfast Cereals by Format: % Value 2018-2023
- Table 32 Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028
- Table 33 Forecast Sales of Breakfast Cereals by Category: Value 2023-2028
- Table 34 Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028

Table 35 Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028
PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN ROMANIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Navigating inflation and changing consumer preferences in processed meat

Tradition meets economic reality

Surging interest in meat and seafood substitutes

PROSPECTS AND OPPORTUNITIES

Economic recovery fuels processed meat resurgence

Unpackaged chilled meat's pervasive influence

Health-conscious and sustainable changes in meat consumption

CATEGORY DATA

Table 36 Sales of Processed Meat, Seafood and Alternatives to Meat by Category:
Volume 2018-2023

Table 37 Sales of Processed Meat, Seafood and Alternatives to Meat by Category:
Value 2018-2023

Table 38 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: %
Volume Growth 2018-2023

Table 39 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: %
Value Growth 2018-2023

Table 40 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown
2018-2023

Table 41 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown
2018-2023

Table 42 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown
2018-2023

Table 43 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2018-2023

Table 44 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2018-2023

Table 45 NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat:
% Value 2019-2023

Table 46 LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: %
Value 2020-2023

Table 47 Distribution of Processed Meat, Seafood and Alternatives to Meat by Format:
% Value 2018-2023

Table 48 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by
Category: Volume 2023-2028

Table 49 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by

Category: Value 2023-2028

PROCESSED FRUIT AND VEGETABLES IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shelf-stable fruits and vegetables decline

Frozen fruits and vegetables benefit from a healthier perception and retailer influence

Novelty and variety propel frozen fruits

PROSPECTS AND OPPORTUNITIES

Drought and busy urban lifestyles will sustain demand in shelf-stable fruits and vegetables

The maturity of shelf-stable processed fruits and vegetables, and the growth potential of frozen processed fruits and vegetables

Modern retailing's expansion will increase the availability of frozen processed fruits and vegetables

CATEGORY DATA

Table 50 Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023

Table 51 Sales of Processed Fruit and Vegetables by Category: Value 2018-2023

Table 52 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2018-2023

Table 53 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2018-2023

Table 54 Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2018-2023

Table 55 NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2023

Table 56 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023

Table 57 Distribution of Processed Fruit and Vegetables by Format: % Value 2018-2023

Table 58 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2023-2028

Table 59 Forecast Sales of Processed Fruit and Vegetables by Category: Value 2023-2028

Table 60 Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2023-2028

Table 61 Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2023-2028

RICE, PASTA AND NOODLES IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Post-pandemic home cooking surge

Popularity of Mediterranean cuisine boosts demand for pasta

Rice's enduring appeal: Tradition and gluten-free trends

PROSPECTS AND OPPORTUNITIES

Economic recovery fuels sales growth of basic staples

The rise of healthy and traditional varieties

Sustainability and differentiation in a changing climate

CATEGORY DATA

Table 62 Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023

Table 63 Sales of Rice, Pasta and Noodles by Category: Value 2018-2023

Table 64 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023

Table 65 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023

Table 66 Sales of Instant Noodles by Leading Flavours: Rankings 2018-2023

Table 67 NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023

Table 68 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023

Table 69 NBO Company Shares of Rice: % Value 2019-2023

Table 70 LBN Brand Shares of Rice: % Value 2020-2023

Table 71 NBO Company Shares of Pasta: % Value 2019-2023

Table 72 LBN Brand Shares of Pasta: % Value 2020-2023

Table 73 NBO Company Shares of Noodles: % Value 2019-2023

Table 74 LBN Brand Shares of Noodles: % Value 2020-2023

Table 75 Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023

Table 76 Distribution of Rice by Format: % Value 2018-2023

Table 77 Distribution of Pasta by Format: % Value 2018-2023

Table 78 Distribution of Noodles by Format: % Value 2018-2023

Table 79 Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028

Table 80 Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028

Table 81 Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028

Table 82 Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

I would like to order

Product name: Staple Foods in Romania

Product link: <https://marketpublishers.com/r/SD600C79B87CEN.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/SD600C79B87CEN.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