

Processed Meat, Seafood and Alternatives To Meat in Romania

November 2023

Table of Contents

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 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023
- Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023
- Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023
- Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2018-2023
- Table 6 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2018-2023
- Table 7 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2018-2023
- Table 8 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2018-2023
- Table 9 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2018-2023
- Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2023
- Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2023
- Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2018-2023
- Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2023-2028
- Table 14 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2023-2028

Staple Foods in Romania - Industry Overview

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 15 - Sales of Staple Foods by Category: Volume 2018-2023
- Table 16 - Sales of Staple Foods by Category: Value 2018-2023
- Table 17 - Sales of Staple Foods by Category: % Volume Growth 2018-2023
- Table 18 - Sales of Staple Foods by Category: % Value Growth 2018-2023
- Table 19 - NBO Company Shares of Staple Foods: % Value 2019-2023
- Table 20 - LBN Brand Shares of Staple Foods: % Value 2020-2023
- Table 21 - Penetration of Private Label by Category: % Value 2018-2023
- Table 22 - Distribution of Staple Foods by Format: % Value 2018-2023
- Table 23 - Forecast Sales of Staple Foods by Category: Volume 2023-2028
- Table 24 - Forecast Sales of Staple Foods by Category: Value 2023-2028
- Table 25 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028
- Table 26 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-romania/report.