Euromonitor International

Staple Foods in Romania

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Staple Foods in Romania

EXECUTIVE SUMMARY

Consumption weakens amid high living costs

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price inflation impacts staple foods

Lower bread consumption influences category dynamics

WHAT'S NEXT?

Price inflation is set to weigh on category sales

Economic uncertainty will shape purchasing habits

Modern retailers stands to gain from provision of affordable products

COMPETITIVE LANDSCAPE

Highly fragmented landscape due to artisanal producers

Pirifan Distribution enjoys dynamism in hot cereals

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Premium baked goods help to lift value sales

INDUSTRY PERFORMANCE

Unpackaged bread dictates sales performance

Strong performance in frozen baked goods

WHAT'S NEXT?

Large volume of artisanal producers will support sales of unpackaged bread

Strong appreciation for low-priced breads but healthier options are gaining appeal

Local tradition of cake consumption will support sales growth

COMPETITIVE LANDSCAPE

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INDUSTRY PERFORMANCE

Breakfast cereals are not an essential in most households
Hot cereals gain appeal, but sales are still limited

WHAT'S NEXT?

Consumption will remain skewed among higher income groups
Health concerns will drive sales of muesli and granola
International players are expected to gain traction

COMPETITIVE LANDSCAPE

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INDUSTRY PERFORMANCE

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Strong growth potential for frozen processed fruit and vegetables

WHAT'S NEXT?

Urban consumers drive sales of processed fruit and vegetables
Lack of preservatives will raise appeal of frozen products
Expansion of modern retailers will improve access to processed fruit and vegetables

COMPETITIVE LANDSCAPE

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WHAT'S NEXT?

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COMPETITIVE LANDSCAPE

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INDUSTRY PERFORMANCE

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Pasta's popularity results in growth of premium lines

WHAT'S NEXT?

Maturity and price sensitivity are limitations to growth
Vegetable pasta and gluten-free lines will form the basis of healthy lines
Product differentiation will embrace sustainability

COMPETITIVE LANDSCAPE

Risso Scotti Danubio SRL is the stand out player

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