

# Plant-Based Dairy in Romania

September 2023

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## Plant-Based Dairy in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Plant-based dairy is the big winner, seeing both value and volume growth

Plant-based milk set to remain key to the overall category, supported by leading Danone

Plant-based yoghurt attracts new players, while Alpro maintains its dominance

#### PROSPECTS AND OPPORTUNITIES

Plant-based dairy set to go from strength to strength, with a widening user base

Plant-based lifestyles set to continue long-term

Retailers set to allocate more shelf space to plant-based dairy, in line with modern retail expansion

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