

Free From in Romania

February 2022

Table of Contents

Free From in Romania - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Pursuit of healthy and ethical lifestyles results in ongoing high growth of free from products

Affordability and recognised brand names drive growth in free from ranges

Increase in the consumer base makes free from dairy the most dynamic, while affordability and new launches keep free from meat the biggest

PROSPECTS AND OPPORTUNITIES

Good growth forecast for free from due to the increasing healthy eating trend and consumption by a particular consumer base of professionals

Free from meat and dairy set to remain largest and fastest growing with expansion of the existing consumer base and launches of new varieties

Free from lactose and gluten to experience development prompted by both medical recommendation and fashionable consumption

CATEGORY DATA

Table 1 - Sales of Free From by Category: Value 2016-2021

Table 2 - Sales of Free From by Category: % Value Growth 2016-2021

Table 3 - NBO Company Shares of Free From: % Value 2017-2021

Table 4 - LBN Brand Shares of Free From: % Value 2018-2021

Table 5 - Distribution of Free From by Format: % Value 2016-2021

Table 6 - Forecast Sales of Free From by Category: Value 2021-2026

Table 7 - Forecast Sales of Free From by Category: % Value Growth 2021-2026

Health and Wellness in Romania - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

MARKET DATA

Table 8 - Sales of Health and Wellness by Type: Value 2016-2021

Table 9 - Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 10 - Sales of Health and Wellness by Category: Value 2016-2021

Table 11 - Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 12 - Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 13 - Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 14 - NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 15 - LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 16 - Distribution of Health and Wellness by Format: % Value 2016-2021

Table 17 - Distribution of Health and Wellness by Format and Category: % Value 2021

Table 18 - Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 19 - Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 20 - Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 21 - Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 22 - Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 23 - Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

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SOURCES

Summary 1 - Research Sources

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