

# Health and Wellness in Romania

February 2022

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## DISCLAIMER

## SOURCES

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[Better For You Beverages in Romania](#)

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Health concerns see BFY reduced caffeine beverages maintain the best sales performance in 2021

Only premium brands continue to be available in BFY reduced caffeine hot drinks

Health and wellness trend sustains sales of reduced sugar soft drinks

### PROSPECTS AND OPPORTUNITIES

Ageing population with medical concerns will drive sales of reduced caffeine coffee

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Downtrend in reduced fat yoghurt is outweighed by growth in reduced fat butter and spreads and flavoured milk drinks

BFY reduced salt food grows fastest linked to healthy diets, medical advice and the higher price of reduced salt butter and spreads

#### PROSPECTS AND OPPORTUNITIES

Media campaigns for healthy lifestyles and the greater visibility of BFY packaged food will prompt its further growth in the forecast period

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Concerns for their own and their children's health amid COVID-19 drive sales of FF fruit/herbal tea and chocolate-based flavoured powder drinks

FF bottled water performs best with health-conscious consumers seeking more targeted benefits from functional water

#### PROSPECTS AND OPPORTUNITIES

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## Fortified/Functional Packaged Food in Romania

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Pursuit of health and wellness and an aim for protection against COVID-19 underlie the good performance of fortified/functional packaged food

Added vitamin D and a digestive health positioning benefit FF yoghurt and FF vegetable and seed oil  
New launch from Vel Pitar with added vitamins and minerals yields significant growth for FF bread

## PROSPECTS AND OPPORTUNITIES

Pandemic-induced worries for health hold good prospects for fortified/functional packaged food with immunity support and digestive health positioning  
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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  
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#### PROSPECTS AND OPPORTUNITIES

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### Naturally Healthy Packaged Food in Romania

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Upward consumption trend of NH high fibre food is driven by awareness of its benefits on digestive health and the marketing and distribution of new launches  
NH sour milk products and NH honey benefit from the perception that they are a continuation of those made traditionally at home or by artisanal producers

#### PROSPECTS AND OPPORTUNITIES

Growth of naturally healthy packaged food expected to be driven by increasing pursuit of healthier lifestyles especially by the urban Romanian population  
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### Organic Beverages in Romania

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Health trend sees ongoing strong growth in organic fruit/vegetable juice

## PROSPECTS AND OPPORTUNITIES

Organic beverages set for strong growth in the forecast period due to premium perception and the wider spread of private label  
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## Organic Packaged Food in Romania

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## PROSPECTS AND OPPORTUNITIES

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