

Snacks in Romania

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Report description:

Snacks will continue to enjoy noticeable consumption between the main meals of the day for most of the population in Romania. The long periods of working from home during the pandemic created conditions for greater consumption occasions for snacks as consumers ate snacks to keep up their energy levels and relieve boredom. They also entertained themselves more at home through activities such as gaming or streaming TV and films. These activities are often accompanied by the consumption of snacks.

Euromonitor International's Snacks in Romania report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Snacks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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Small decline in demand as difficult economic conditions restrict purchases

Chocolate pouches and bags and boxed assortments see decent growth thanks to increased sharing opportunities

Tablets suffers declining volume sales due to high category maturity and fewer price promotions

PROSPECTS AND OPPORTUNITIES

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Fewer impulse purchases lead to introduction of larger packaging formats

Mars remains the clear leader thanks to its popular portfolio of brands whilst Ferrero removes its Tic Tac brand from the category

PROSPECTS AND OPPORTUNITIES

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Child-focused products perform better than adult-targeted products as parents continue to purchase to treat their children

High fragmentation leads to lots of movement in the competitive landscape

PROSPECTS AND OPPORTUNITIES

Private label share to increase thanks to shifts in the distribution landscape towards more modern retailing channels

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Rising demand for snacks bars with natural ingredients and protein

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Expansion of modern grocery retailers steals share from small local grocers and reduces the seasonality of take-home ice cream formats

PROSPECTS AND OPPORTUNITIES

Retail volume growth to continue to be driven by impulse ice cream

Expansion of modern grocery retailing will aid sales of economy and private label brands and encourage greater consumption of ice cream year-round

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