

Baby Food in Romania

Market Direction | 2022-09-14 | 23 pages | Euromonitor

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Report description:

2022 saw COVID-19 have a reduced impact on sales of baby food as high inflation became the most important influence on category sales, contributing to the static volume growth and high value growth registered in the category during the year. The vast majority of baby food sold in Romania is imported although this did not have a huge impact on unit prices or growth rates in the category during 2022 as only minor fluctuations have been seen in the exchange value of the lei recently. The Romanian N...

Euromonitor International's Baby Food 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: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

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

Why buy this report?

- * Get a detailed picture of the Baby Food 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.

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