

Cheese in Romania

Market Direction | 2022-09-14 | 22 pages | Euromonitor

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Report description:

Cheese is a traditional product and it remains an essential part of the diets of most Romanians. Cheese is used as an ingredient in the preparation of many meals and this ensured positive sales growth in volume terms during 2022 despite pressure on demand. The main reason for the slow volume growth in 2022 is the high unit price growth that has been seen across all categories of cheese. Manufacturers and traders of cheese faced higher operating costs at a time when many consumers were facing ext...

Euromonitor International's Cheese 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: Hard Cheese, Processed Cheese excl Spreadable, Soft Cheese, Spreadable Cheese.

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

Why buy this report?

- * Get a detailed picture of the Cheese 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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Soft cheese remains dominant due to the consumer preference for traditional variants

Strong and long tradition of cheesemaking results in a highly fragmented category

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Unpackaged artisanal cheese set to continue accounting for high proportion of sales

Major international companies offering well-known local brands set to remain dominant

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