

## **Dairy Products and Alternatives in Romania**

Market Direction | 2022-09-14 | 80 pages | Euromonitor

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### **Report description:**

The biggest influence on sales of dairy products and alternatives in 2022 was the high inflation that swept across Europe during the year, resulting in steep increases in the cost of living and putting strong pressure on consumer spending. At the same time, the manufacturers and distributors of dairy products faced substantial increases in their operating overheads, resulting in high unit price increases at a time when many consumers were unwilling or unable to absorb such substantial increases...

Euromonitor International's Dairy Products and Alternatives 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: Baby Food, Dairy, Plant-based Dairy.

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

### **Why buy this report?**

- \* Get a detailed picture of the Dairy Products and Alternatives 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
September 2022

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