

Drinking Milk Products in Romania

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

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Report description:

Drinking milk products registered very high value growth in current terms during 2022 as high inflation and rising costs for manufacturers and distributors meant dramatic unit price increases. This put some pressure on demand, although the essential nature of cow's milk and the diets of many consumers and its status as a very traditional product meant that sales continued to increase as demand was only slightly impacted by high unit price growth. In addition, there was a rush to buy milk during...

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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