

Other Dairy in Romania

Market Direction | 2022-09-14 | 24 pages | Euromonitor

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Report description:

In Romania, cream accounts for the bulk of other dairy sales, with demand accounted for largely by sour cream. However, demand for cream is falling and this is largely due to high unit price growth, which made sour cream much less affordable for the majority of Romanian households over the course of the year. Very strong unit price growth began being seen in cream from March 2022 onwards as the high inflation that swept across Europe during the first half of the year led to retailers raising the...

Euromonitor International's Other Dairy 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: Chilled and Shelf Stable Desserts, Chilled Snacks, Coffee Whiteners, Condensed and Evaporated Milk, Cream, Fromage Frais and Quark.

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

Why buy this report?

- * Get a detailed picture of the Other Dairy 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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Cream remains dominant in other dairy as sour cream remains a key dairy staple
Plan condensed milk leads growth as several categories register positive performances
Fromage frais and quark generates greater interest among consumers

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