

**Processed Meat, Seafood and Alternatives To Meat in Romania**

Market Direction | 2022-11-24 | 24 pages | Euromonitor

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**Report description:**

While current retail value growth is double-digit, the volume decline in 2022 is primarily the result of higher unit prices, with the increasing cost of raw meat, animal food, energy and transportation being passed on to the consumer. Inflation has also meant that consumers have become more price-conscious, with many reducing their purchase of processed meat, seafood and meat alternatives to save. However, due to the higher price of packaged products, many consumers are shifting to unpackaged ch...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat 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: Meat and Seafood Substitutes, Processed Meat, Processed Seafood, Tofu and Derivatives.

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

**Why buy this report?**

- \* Get a detailed picture of the Processed Meat, Seafood and Alternatives to Meat 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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Chilled processed meat boost sales as Sibiu salami remains popular

The landscape remains fragmented as new players continue to enter

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