

Staple Foods in Romania

Market Direction | 2022-11-24 | 65 pages | Euromonitor

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Report description:

High inflation led to a rise in price-conscious behaviour in 2022, shaping the results for retail volume sales in staple foods. Although there were compensations for the price of electricity, gas and fuel, price hikes in food were high, impacting consumers' purchasing choices. However, through a scheme titled 'Support for Romania' the government grants social vouchers to those at risk of poverty. The vouchers are loaded onto cards, at the value of RON250. Accordingly, more than 2.5 million benef...

Euromonitor International's Staple Foods 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: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

- * Get a detailed picture of the Staple Foods 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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