

Meals and Soups in Romania

Market Direction | 2022-11-04 | 23 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Retail sales of ready meals registered a positive performance in 2022 as the trends emerging during the post-pandemic era were largely positive for the category. In particular, encouraging large numbers of admin and clerical staff to work remotely appears to have become a permanent policy for many Romanian companies and this has led to high demand for meal solutions that can be prepared quickly and easily at home. Furthermore, many consumers were looking for quick and easy meal solutions as thei...

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Meals and Soups in Romania
Euromonitor International
November 2022

List Of Contents And Tables

MEALS AND SOUPS IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Positive sales performance for ready meals as the pace of life continues to accelerate
Dry soup remains the leading category of soup despite increasingly unhealthy image
Dynamic growth for prepared salads as the category benefits from healthy eating trend
PROSPECTS AND OPPORTUNITIES

Ready meals to benefit from return to pre-pandemic routines and lifestyles
Dry soup to remain the dominant category of soup due to entrenched consumer habits
Unilever and Nestle set to maintain their combined dominance of soup

CATEGORY DATA

Table 1 Sales of Meals and Soups by Category: Volume 2017-2022
Table 2 Sales of Meals and Soups by Category: Value 2017-2022
Table 3 Sales of Meals and Soups by Category: % Volume Growth 2017-2022
Table 4 Sales of Meals and Soups by Category: % Value Growth 2017-2022
Table 5 Sales of Chilled Ready Meals by Ethnicity: % Value 2017-2022
Table 6 Sales of Frozen Ready Meals by Ethnicity: % Value 2017-2022
Table 7 NBO Company Shares of Meals and Soups: % Value 2018-2022
Table 8 LBN Brand Shares of Meals and Soups: % Value 2019-2022
Table 9 Distribution of Meals and Soups by Format: % Value 2017-2022
Table 10 □Forecast Sales of Meals and Soups by Category: Volume 2022-2027
Table 11 □Forecast Sales of Meals and Soups by Category: Value 2022-2027
Table 12 □Forecast Sales of Meals and Soups by Category: % Volume Growth 2022-2027
Table 13 □Forecast Sales of Meals and Soups by Category: % Value Growth 2022-2027

COOKING INGREDIENTS AND MEALS IN ROMANIA

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2022: The big picture
Key trends in 2022
Competitive landscape
Channel developments
What next for cooking ingredients and meals?

MARKET DATA

Table 14 Sales of Cooking Ingredients and Meals by Category: Volume 2017-2022
Table 15 Sales of Cooking Ingredients and Meals by Category: Value 2017-2022
Table 16 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2017-2022
Table 17 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2017-2022
Table 18 NBO Company Shares of Cooking Ingredients and Meals: % Value 2018-2022
Table 19 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2019-2022
Table 20 Penetration of Private Label by Category: % Value 2017-2022
Table 21 Distribution of Cooking Ingredients and Meals by Format: % Value 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com

Table 22 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2022-2027

Table 23 □Forecast Sales of Cooking Ingredients and Meals by Category: Value 2022-2027

Table 24 □Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2022-2027

Table 25 □Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Meals and Soups in Romania

Market Direction | 2022-11-04 | 23 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-02"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com