

## **Plant-Based Dairy in Romania**

Market Direction | 2022-09-01 | 20 pages | Euromonitor

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### **Report description:**

During 2022, plant-based dairy continued to display outstanding growth dynamics as another excellent performance was registered after two years of phenomenal sales growth at the peak of the COVID-19 pandemic during 2020 and 2021. The harsh realities of the COVID-19 significant sharpened the focus of many Romanian consumers on health and wellness generally, with all products that have any immunity-boosting or general health positioning, however faint or peripheral, able to attract the attention O...

Euromonitor International's Plant-based 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: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

### **Why buy this report?**

- \* Get a detailed picture of the Plant-based 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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September 2022

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