

Snacks in Romania

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Report description:

The role of snacks remains significant in 2023, with the lifting of COVID-19 restrictions in 2022 leading to increased consumption occasions. Students have returned to schools, and most companies are requesting workers to return to offices. This is boosting snacking opportunities, particularly on-the-go consumption, as well as sharing moments during work, at home and during leisure activities. As such, despite rising price points due to inflation and increased manufacturing and logistics costs,...

Euromonitor International's Snacks 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- * Get a detailed picture of the Snacks 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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Table of Contents:

Snacks in Romania
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List Of Contents And Tables

SNACKS IN ROMANIA

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2018-2023

Table 2 Sales of Snacks by Category: Value 2018-2023

Table 3 Sales of Snacks by Category: % Volume Growth 2018-2023

Table 4 Sales of Snacks by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Snacks: % Value 2019-2023

Table 6 LBN Brand Shares of Snacks: % Value 2020-2023

Table 7 Penetration of Private Label by Category: % Value 2018-2023

Table 8 Distribution of Snacks by Format: % Value 2018-2023

Table 9 Forecast Sales of Snacks by Category: Volume 2023-2028

Table 10 □Forecast Sales of Snacks by Category: Value 2023-2028

Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Current retail value sales rise due to higher price points, while retail volume sales struggle

The decline in tablets impacts the overall landscape, while premium goods suffer

Countlines drive positive growth, benefiting from on-the-go and impulse buys

PROSPECTS AND OPPORTUNITIES

A return to pre-pandemic consumption moments drives growth

International players retain the lead as private label also drives growth

Innovation focuses on vegan, sugar-free and healthier options

CATEGORY DATA

Table 13 Sales of Chocolate Confectionery by Category: Volume 2018-2023

Table 14 Sales of Chocolate Confectionery by Category: Value 2018-2023

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023

Table 17 Sales of Chocolate Tablets by Type: % Value 2018-2023

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2019-2023

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Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2018-2023

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028

Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028

Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028

Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028

GUM IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

A return to socialising boost gum used as a way to freshen breath

Mars Romania continues to dominate, offering the top three brands

Rising health and wellness trends will boost sales of premium offerings

PROSPECTS AND OPPORTUNITIES

Positive performance driven by social interactions and added health benefits

Mars is set to retain its top spot, shaping the performance of the landscape

There is limited opportunity for smaller players to enter the landscape

CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2018-2023

Table 26 Sales of Gum by Category: Value 2018-2023

Table 27 Sales of Gum by Category: % Volume Growth 2018-2023

Table 28 Sales of Gum by Category: % Value Growth 2018-2023

Table 29 Sales of Gum by Flavour: Rankings 2018-2023

Table 30 NBO Company Shares of Gum: % Value 2019-2023

Table 31 LBN Brand Shares of Gum: % Value 2020-2023

Table 32 Distribution of Gum by Format: % Value 2018-2023

Table 33 Forecast Sales of Gum by Category: Volume 2023-2028

Table 34 □Forecast Sales of Gum by Category: Value 2023-2028

Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2023-2028

Table 36 □Forecast Sales of Gum by Category: % Value Growth 2023-2028

SUGAR CONFECTIONERY IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

As students return to schools, current retail volume sales of sugar confectionery rise

While rising price points boost current retail value sales, retail volume sales struggle

Private label boosts its position, offering affordable options during economic hardship

PROSPECTS AND OPPORTUNITIES

Affordable options continue to drive sales, boosting retail volume growth

Private label retains its top position, benefiting from the expansion of modern retailing

Less product sophistication is expected as children become the key target audience

CATEGORY DATA

Summary 2 Other Sugar Confectionery by Product Type: 2023

Table 37 Sales of Sugar Confectionery by Category: Volume 2018-2023

Table 38 Sales of Sugar Confectionery by Category: Value 2018-2023

Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2018-2023

Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2018-2023

Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2018-2023

Table 42 NBO Company Shares of Sugar Confectionery: % Value 2019-2023

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Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2020-2023

Table 44 Distribution of Sugar Confectionery by Format: % Value 2018-2023

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2023-2028

Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2023-2028

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2023-2028

Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2023-2028

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation and shortages of grains challenge current retail volume sales

Healthy options drives sales as protein bars witness growth

The long tradition and appeal across age ranges benefits sales of sandwich biscuits

PROSPECTS AND OPPORTUNITIES

Growth is driven by on-the-go consumption and the return of disposable incomes

The ongoing health and wellness trend drives sales in snack bars and biscuits

Private label benefits from offering quality products at affordable price points

CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2019-2023

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2020-2023

Table 57 NBO Company Shares of Snack Bars: % Value 2019-2023

Table 58 □LBN Brand Shares of Snack Bars: % Value 2020-2023

Table 59 □NBO Company Shares of Fruit Snacks: % Value 2019-2023

Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2020-2023

Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023

Table 62 □Distribution of Sweet Biscuits by Format: % Value 2018-2023

Table 63 □Distribution of Snack Bars by Format: % Value 2018-2023

Table 64 □Distribution of Fruit Snacks by Format: % Value 2018-2023

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028

Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

ICE CREAM IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Seasonality and impulse purchases lead to positive sales for ice cream

Plant-based ice cream drives growth, aligning with the rising health trends

Unilever retains its lead, as local players benefit from lower price-points

PROSPECTS AND OPPORTUNITIES

Rising disposable incomes and impulse buys boost growth on the ice cream landscape

Plant-based options drive growth as consumers demand healthier choices

Ice cream parlours aid growth of unpackaged ice cream in more sophisticated variants

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CATEGORY DATA

Table 69 Sales of Ice Cream by Category: Volume 2018-2023

Table 70 Sales of Ice Cream by Category: Value 2018-2023

Table 71 Sales of Ice Cream by Category: % Volume Growth 2018-2023

Table 72 Sales of Ice Cream by Category: % Value Growth 2018-2023

Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2018-2023

Table 74 Sales of Impulse Ice Cream by Format: % Value 2018-2023

Table 75 NBO Company Shares of Ice Cream: % Value 2019-2023

Table 76 LBN Brand Shares of Ice Cream: % Value 2020-2023

Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2019-2023

Table 78 □LBN Brand Shares of Impulse Ice Cream: % Value 2020-2023

Table 79 □NBO Company Shares of Take-home Ice Cream: % Value 2019-2023

Table 80 □LBN Brand Shares of Take-home Ice Cream: % Value 2020-2023

Table 81 □Distribution of Ice Cream by Format: % Value 2018-2023

Table 82 □Forecast Sales of Ice Cream by Category: Volume 2023-2028

Table 83 □Forecast Sales of Ice Cream by Category: Value 2023-2028

Table 84 □Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028

Table 85 □Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

SAVOURY SNACKS IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive retail volume growth driven by the return of social occasions and sharing options

Options which align with the growing health and wellness trend drive retail volume sales

International players retain the lead, investing in local manufacturing

PROSPECTS AND OPPORTUNITIES

Players focus on enhancing their health attributes to drive sales

Intersnack and PepsiCo retain their leads, benefiting from strategic partnerships

Private label set to thrive as consumers search for affordable options

CATEGORY DATA

Table 86 Sales of Savoury Snacks by Category: Volume 2018-2023

Table 87 Sales of Savoury Snacks by Category: Value 2018-2023

Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2018-2023

Table 89 Sales of Savoury Snacks by Category: % Value Growth 2018-2023

Table 90 NBO Company Shares of Savoury Snacks: % Value 2019-2023

Table 91 LBN Brand Shares of Savoury Snacks: % Value 2020-2023

Table 92 Distribution of Savoury Snacks by Format: % Value 2018-2023

Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2023-2028

Table 94 Forecast Sales of Savoury Snacks by Category: Value 2023-2028

Table 95 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028

Table 96 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

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