

Baby Food in Romania

Market Direction | 2023-09-27 | 21 pages | Euromonitor

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Report description:

Value growth in baby food is being supported by inflation and, thus, high unit prices in 2023, whereas volume is flat. Unit prices have been pushed up by the rising costs for transport, storage, and distribution logistics, in particular for baby food, as the majority of the products in the category are imported. However, the exchange rate of the domestic currency, RON, against the EUR saw only minor variations in 2023, because stability of the exchange rate was a tool used by the national Bank o...

Euromonitor International's Baby Food 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: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

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

Why buy this report?

- * Get a detailed picture of the Baby Food 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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KEY DATA FINDINGS

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Value growth in baby food supported by higher costs, whereas volume remains flat due to competition from breast feeding

Milk formula remains in-demand, albeit challenged by "free milk" programmes

Modern retail remains strong for baby food

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SOURCES

Summary 1 Research Sources

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