

Cheese in Romania

Market Direction | 2023-09-27 | 20 pages | Euromonitor

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Report description:

Cheese is experiencing the cross-category trend of value being supported by high prices, whereas volume is being suppressed by low consumer spending power in the inflationary context. The overall volume declines in cheese are also the consequence of the total elimination of pandemic restrictions in Romania in 2022, meaning consumers returned to workplaces and schools and thus are seeing fewer snacking occasions and cooking occasions at home. In particular, cheese, in its different forms, is a po...

Euromonitor International's Cheese 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: Hard Cheese, Processed Cheese excl Spreadable, Soft Cheese, Spreadable Cheese.

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

Why buy this report?

- * Get a detailed picture of the Cheese 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.

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Euromonitor International
September 2023

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Volume sales of cheese slump due to fewer at-home snacking occasions

Artisanal cheese and traditional telemea remain popular

Domestic variants are high in demand in both soft and hard cheese

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International players will continue to benefit from their local manufacturing operations

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