

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

Market Direction | 2023-09-27 | 16 pages | Euromonitor

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### **Report description:**

Plant-based dairy is the winner in 2023, enjoying healthy volume growth and strong value sales alike. This positive dynamic is supported by the fact that plant-based dairy in Romania is growing from a relatively small base. While plant-based dairy has been available in the country for some years, the event of the COVID-19 pandemic and associated health trends accelerated consumer interest in healthy-positioned plant-based dairy. Previously to this, plant-based options were mainly limited to reli...

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 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: 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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Plant-based yoghurt attracts new players, while Alpro maintains its dominance

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Plant-based dairy set to go from strength to strength, with a widening user base

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