

Romania Bake-Off Bakery Products Market - Industry Trends and Forecast to 2030

Market Report | 2023-09-01 | 107 pages | Data Bridge Market Research

AVAILABLE LICENSES:

- Single User License \$3500.00
- Corporate Users License \$4200.00

Report description:

Romania bake-off bakery products market is expected to reach USD 1,241.72 million by 2030 from USD 875.53 million in 2022, growing at a CAGR of 4.7% during the forecast period of 2023 to 2030.

Market Segmentation

Romania Bake-Off Bakery Products Market, By Product Type (Bread, Pastry, Patisseries, American Sweet Treats, and Others), Product Category (Frozen, Shelf Stable / Ambient, and Chilled), Nature (Conventional, Organic) End User (Household / Retail, Food Service Sector), Distribution Channel (Offline Retail, Online Retail) Country (Romania) - Industry Trends and Forecast to 2030

Overview of Romania Bake-Off Bakery Products Market Dynamics**Driver**

- Growing demand for healthy and nutritious bakery products

Restraint

- Increasing innovation with new flavors and products

Opportunity

- Surge in online marketing and mobile app-based delivery services across the country

Market Players

Some of the major market players operating in the Romania bake-off bakery products market are listed below:

- Lantmannen Unibake (Romania)
- La Lorraine Bakery Group (Romania)

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Kara Bakery Romania SRL (Romania)
- SC Neptun Company SRL (Romania)
- Pain Plaisir (Romania)
- Panemar (Romania)
- Goodmills (Romania)
- Grain Trip Bakery SRL (Romania)

Table of Contents:

TABLE OF CONTENTS	
1 INTRODUCTION	11
1.1 OBJECTIVES OF THE STUDY	11
1.2 MARKET DEFINITION	11
1.3 OVERVIEW OF THE ROMANIA BAKE-OFF BAKERY PRODUCTS MARKET	11
1.4 CURRENCY AND PRICING	12
1.5 LIMITATIONS	13
1.6 MARKETS COVERED	13
2 MARKET SEGMENTATION	15
2.1 MARKETS COVERED	15
2.2 YEARS CONSIDERED FOR THE STUDY	16
2.3 GEOGRAPHIC SCOPE	16
2.4 DBMR TRIPOD DATA VALIDATION MODEL	17
2.5 PRIMARY INTERVIEWS WITH KEY OPINION LEADERS	20
2.6 DBMR MARKET POSITION GRID	21
2.7 VENDOR SHARE ANALYSIS	23
2.8 MARKET END-USER COVERAGE GRID	24
2.9 MULTIVARIATE MODELLING	25
2.10 PRODUCT TYPE TIMELINE CURVE	26
2.11 SECONDARY SOURCES	27
2.12 ASSUMPTIONS	27
3 EXECUTIVE SUMMARY	28
4 PREMIUM INSIGHTS	30
4.1 PRIVATE LABEL VS BRAND ANALYSIS	31
4.1.1 PRIVATE LABEL	31
4.1.2 BRAND	31
4.2 PROMOTIONAL ACTIVITIES	32
4.3 CONSUMER DISPOSABLE INCOME DYNAMICS/SPEND DYNAMICS	34
4.4 NEW PRODUCT LAUNCH STRATEGY	36
4.4.1 LINE EXTENSION	36
4.4.2 NEW PACKAGING	37
4.4.3 SUSTAINABLE PACKAGING	37
4.4.4 CONVENIENT PACKAGING	37
4.4.5 ATTRACTIVE PACKAGING	37
4.4.6 RELAUNCHING	38
4.4.7 NEW FORMULATION	38

4.5 CONSUMER LEVEL TRENDS 41	
4.5.1 SHOPPING BEHAVIOUR 42	
4.5.2 MEETING CONSUMER REQUIREMENTS 43	
4.6 SUPPLY CHAIN ANALYSIS 45	
4.7 FACTORS INFLUENCING PURCHASING DECISION 45	
4.8 INDUSTRY TRENDS AND FUTURE PERSPECTIVES 46	
4.9 GROWTH STRATEGIES ADOPTED BY KEY PLAYERS 47	
4.10 IMPACT OF ECONOMIC SLOW DOWN ON THE MARKET 48	
4.10.1 IMPACT ON PRICE 48	
4.10.2 IMPACT ON SUPPLY CHAIN 48	
4.10.3 IMPACT ON SHIPMENT 49	
4.10.4 IMPACT ON COMPANY'S STRATEGIC DECISIONS 49	
4.11 BRAND OUTLOOK 51	
4.12 PRICING ANALYSIS 53	
4.13 ROMANIA BAKE-OFF BAKERY PRODUCTS MARKET: REGULATIONS 55	
4.13.1 JEL CLASSIFICATION: D18 55	
4.14 FOOD LABELLING REGULATION IN ROMANIA - GENERAL ASPECTS 55	
4.15 ECONOMIC OPERATOR'S OBLIGATIONS REGARDING FOOD LABELING 56	
4.16 PENALTIES APPLICABLE TO INFRINGEMENTS OF FOOD LABELING PROVISIONS 57	
5 MARKET OVERVIEW 58	
5.1 DRIVERS 60	
5.1.1 GROWING DEMAND FOR HEALTHY AND NUTRITIOUS BAKERY PRODUCTS 60	
5.1.2 INCREASING INNOVATION WITH NEW FLAVOURS AND PRODUCTS IN BAKERY PRODUCTS 61	
5.1.3 GROWING ONLINE MARKETING AND MOBILE APP-BASED DELIVERY SERVICES ACROSS THE COUNTRY 62	
5.2 RESTRAINTS 64	
5.2.1 PRICE FLUCTUATIONS IN THE COST OF INGREDIENTS 64	
5.2.2 SHORT SHELF LIFE OF BAKERY PRODUCTS 65	
5.2.3 SEVERE GOVERNMENT REGULATIONS RELATING TO FOOD PROCESSING INDUSTRY 65	
5.3 OPPORTUNITIES 67	
5.3.1 GROWING FOOD SERVICE SECTOR 67	
5.3.2 INCREASING ACCEPTANCE OF ONLINE SHOPPING 68	
5.4 CHALLENGES 69	
5.4.1 LIMITED DISTRIBUTION CHANNELS 69	
5.4.2 DEFICIENCY OF SKILLED WORKERS 69?	
6 ROMANIA BAKE-OFF BAKERY PRODUCTS MARKET, BY PRODUCT TYPE 71	
6.1 OVERVIEW 72	
6.2 BREAD 73	
6.2.1 BY TYPE 73	
6.2.1.1 WHITE 73	
6.2.1.2 BROWN 74	
6.2.2 BY FORM 74	
6.2.2.1 LOAF BREAD 74	
6.2.2.2 BAGUETTE 74	
6.2.2.3 SMALL BREAD 74	
6.3 PASTRY 74	
6.3.1 BY CATEGORY 75	
6.3.1.1 VIENNOISERIE 75	

6.3.1.2 PUFF	75
6.3.1.3 DANISH	75
6.4 PATISSERIES	75
6.4.1 TARTS & PIES	75
6.4.2 CAKES	75
6.5 AMERICAN SWEET TREATS	76
6.5.1 COOKIES	76
6.5.2 MUFFINS	76
6.5.3 BROWNIES	76
6.5.4 DONUTS	76
6.5.5 OTHERS	76
6.6 OTHERS	76
7 ROMANIA BAKE-OFF BAKERY PRODUCTS MARKET, BY PRODUCT CATEGORY, 2021-2030 (USD MILLION)	77
7.1 OVERVIEW	78
7.2 FROZEN	79
7.3 SHELF STABLE / AMBIENT	79
7.4 CHILLED	79
8 ROMANIA BAKE-OFF BAKERY PRODUCTS MARKET, BY NATURE	80
8.1 OVERVIEW	81
8.2 CONVENTIONAL	82
8.3 ORGANIC	82?
9 ROMANIA BAKE-OFF BAKERY PRODUCTS MARKET, BY END USER	83
9.1 OVERVIEW	84
9.2 HOUSEHOLD / RETAIL	85
9.3 FOOD SERVICE SECTOR	85
9.3.1 BY CATEGORY	85
9.3.1.1 RESTAURANTS	85
9.3.1.2 HOTELS	85
9.3.1.3 CAFES	85
9.3.1.4 COFFEE SHOPS	86
9.3.1.5 BAKERY CHAINS	86
9.3.1.6 OTHERS	86
10 ROMANIA BAKE-OFF BAKERY PRODUCTS MARKET, BY DISTRIBUTION CHANNEL	87
10.1 OVERVIEW	88
10.2 OFFLINE RETAIL	89
10.2.1 BY TYPE	89
10.2.1.1 CONVENIENCE	89
10.2.1.2 SUPERMARKETS/HYPERMARKETS	89
10.2.1.3 SPECIALTY STORES	89
10.2.1.4 GROCERY STORES	90
10.2.1.5 OTHERS	90
10.3 ONLINE RETAIL	90
10.3.1 BY TYPE	90
10.3.1.1 E-COMMERCE WEBSITES	90
10.3.1.2 COMPANY OWNED WEBSITES	90
11 ROMANIA BAKE-OFF BAKERY PRODUCTS MARKET: COMPANY LANDSCAPE	91
11.1 COMPANY SHARE ANALYSIS: ROMANIA	91

12 SWOT ANALYSIS	92
13 COMPANY PROFILING	93
13.1 LANTMANNEN UNIBAKE	93
13.1.1 COMPANY SNAPSHOT	93
13.1.2 PRODUCT PORTFOLIO	93
13.1.3 RECENT DEVELOPMENT	94
13.2 LA LORRAINE BAKERY GROUP	95
13.2.1 COMPANY SNAPSHOT	95
13.2.2 PRODUCT PORTFOLIO	95
13.2.3 RECENT DEVELOPMENT	95
13.3 KARAMOLEGOS BAKERY ROMANIA SRL	96
13.3.1 COMPANY SNAPSHOT	96
13.3.2 PRODUCT PORTFOLIO	96
13.3.3 RECENT DEVELOPMENT	96
13.4 SC NEPTUN COMPANY SRL	97
13.4.1 COMPANY SNAPSHOT	97
13.4.2 PRODUCT PORTFOLIO	97
13.4.3 RECENT DEVELOPMENT	97
13.5 PAIN PLAISIR	98
13.5.1 COMPANY SNAPSHOT	98
13.5.2 PRODUCT PORTFOLIO	98
13.5.3 RECENT DEVELOPMENTS	98
13.6 GOODMILLS	100
13.6.1 COMPANY SNAPSHOT	100
13.6.2 PRODUCT PORTFOLIO	100
13.6.3 RECENT DEVELOPMENTS	100
13.7 GRAIN TRIP BAKERY SRL	102
13.7.1 COMPANY SNAPSHOT	102
13.7.2 PRODUCTS PORTFOLIO	102
13.7.3 RECENT DEVELOPMENT	102
13.8 PANEMAR	103
13.8.1 COMPANY SNAPSHOT	103
13.8.2 PRODUCT PORTFOLIO	103
13.8.3 RECENT DEVELOPMENT	103
14 QUESTIONNAIRE	104
15 RELATED REPORTS	107

Romania Bake-Off Bakery Products Market - Industry Trends and Forecast to 2030

Market Report | 2023-09-01 | 107 pages | Data Bridge Market Research

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$3500.00
	Corporate Users License	\$4200.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*
<input type="text"/>	<input type="text"/>
First Name*	Last Name*
<input type="text"/>	<input type="text"/>
Job title*	
<input type="text"/>	
Company Name*	EU Vat / Tax ID / NIP number*
<input type="text"/>	<input type="text"/>
Address*	City*
<input type="text"/>	<input type="text"/>
Zip Code*	Country*
<input type="text"/>	<input type="text"/>
	Date
	<input type="text" value="2026-02-19"/>
	Signature
	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com