

Meals and Soups in Romania

Market Direction | 2023-11-22 | 22 pages | Euromonitor

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Report description:

Projected retail volume growth for some categories of meals and soups in 2023 is boosted by the total lifting of Coronavirus (COVID-19) restrictions since 2022. This has led to a return to the office for employees for whom many of these products represent a convenient and rapid meal solution during the day. The return to work meant less cooking. Office employees increased their cooking frequency in the remote work period during pandemic lockdowns and home seclusion. However, with the resumption...

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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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reliable information resources to help drive informed strategic planning.

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Convenience and healthy positioning boost prepared salads and frozen pizza

Chilled soup rides the health wave to post the fastest retail volume growth

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