

Snacks in Romania

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Report description:

Snacks in Romania is seeing a small negative-digit volume decline in 2024, with the volume decline in off-trade sales counteracting the small positive volume gains in on-trade terms. On the other hand, value sales are better supported by inflationary pressures driving up unit prices. That said, baseline demand for snacks continues, driven by the post-pandemic landscape heralding a return to out-of-home, on-the-go lifestyles. Added to which, snacks are associated with moments of pleasure and indu...

Euromonitor International's Snacks 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- * Get a detailed picture of the Snacks 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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PROSPECTS AND OPPORTUNITIES

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