

Butter and Spreads in Romania

Market Direction | 2024-08-16 | 18 pages | Euromonitor

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Report description:

Butter and spreads in Romania felt the impact of lower average unit prices in 2023, with volume sales remaining flat compared to several years of decline. The government approved legislation to help consumers affected by the high cost of living to purchase basic products at affordable prices. The legislation stipulates that a number of food products must have a limited 20% mark-up made by manufacturers and retailers. In 2024, the list of products includes packaged butter up to 250g. As a consequ...

Euromonitor International's Butter and Spreads 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: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

- * Get a detailed picture of the Butter and Spreads 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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