

Breakfast Cereals in Romania

Market Direction | 2024-11-06 | 20 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Retail volume growth slowed down in breakfast cereals over 2024 as price increases continued to curtail demand for these items in Romania. Living costs remain high and breakfast cereals are normally lower on the priority list of essential daily foods, even among the core target audience. Breakfast cereals are typically purchased by higher-income urban professionals who pursue a healthy lifestyle and consider breakfast cereals to be a vital source of vitamins and minerals, to support the immune s...

Euromonitor International's Breakfast Cereals 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: Hot Cereals, RTE Cereals.

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

Why buy this report?

- * Get a detailed picture of the Breakfast Cereals 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Breakfast Cereals in Romania

Euromonitor International

November 2024

List Of Contents And Tables

BREAKFAST CEREALS IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Breakfast cereal consumption rises but at slower pace

Hot cereals attract consumer interest due to health positioning

Nestle Romania faces growing competition from local players

PROSPECTS AND OPPORTUNITIES

Breakfast cereals enjoys positive outlook

Modern retailers to dominate distribution of breakfast cereals

Hot cereals will remain a key driver of category growth

CATEGORY DATA

Table 1 Sales of Breakfast Cereals by Category: Volume 2019-2024

Table 2 Sales of Breakfast Cereals by Category: Value 2019-2024

Table 3 Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024

Table 4 Sales of Breakfast Cereals by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Breakfast Cereals: % Value 2020-2024

Table 6 LBN Brand Shares of Breakfast Cereals: % Value 2021-2024

Table 7 Distribution of Breakfast Cereals by Format: % Value 2019-2024

Table 8 Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029

Table 9 Forecast Sales of Breakfast Cereals by Category: Value 2024-2029

Table 10 Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029

Table 11 Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

STAPLE FOODS IN ROMANIA

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 12 Sales of Staple Foods by Category: Volume 2019-2024

Table 13 Sales of Staple Foods by Category: Value 2019-2024

Table 14 Sales of Staple Foods by Category: % Volume Growth 2019-2024

Table 15 Sales of Staple Foods by Category: % Value Growth 2019-2024

Table 16 NBO Company Shares of Staple Foods: % Value 2020-2024

Table 17 LBN Brand Shares of Staple Foods: % Value 2021-2024

Table 18 Penetration of Private Label by Category: % Value 2019-2024

Table 19 Distribution of Staple Foods by Format: % Value 2019-2024

Table 20 Forecast Sales of Staple Foods by Category: Volume 2024-2029

Table 21 Forecast Sales of Staple Foods by Category: Value 2024-2029

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 22 □Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 23 □Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Breakfast Cereals in Romania

Market Direction | 2024-11-06 | 20 pages | Euromonitor

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 Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		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*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-06
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com