



Euromonitor
International

Baked Goods in Romania

November 2025

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Baked Goods in Romania - Category analysis

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2025 DEVELOPMENTS

Premium baked goods help to lift value sales

INDUSTRY PERFORMANCE

Unpackaged bread dictates sales performance

Strong performance in frozen baked goods

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Large volume of artisanal producers will support sales of unpackaged bread

Strong appreciation for low-priced breads but healthier options are gaining appeal

Local tradition of cake consumption will support sales growth

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