



Sauces, Dips and Condiments in Romania

November 2025

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Sauces, Dips and Condiments in Romania - Category analysis

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2025 DEVELOPMENTS

Consumers explore new cuisines and product areas

INDUSTRY PERFORMANCE

Italian and Asian cuisines drive innovation and demand

Traditional staples remain essential but under pressure

WHAT'S NEXT?

Traditional sauces to remain dominant but growth to slow

Healthier and more specialised products to gain attention

Retailers and private label to lead through affordability and experience

COMPETITIVE LANDSCAPE

Unilever retains leadership through strong brands and long-standing trust

Asian brands and distributors add new energy to the market

CHANNELS

Modern grocery retailing dominates as key access point for variety and price

E-commerce gains traction through partnerships and convenience

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Cooking Ingredients and Meals in Romania - Industry Overview

EXECUTIVE SUMMARY

Higher energy costs boost prices but sunflower oil benefited from price regulations

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Edible oils drive overall market performance

Traditional products remain essential in the household basket

WHAT'S NEXT?

Growth to continue amid lingering inflationary pressures

Cautious consumer behaviour and local production to shape the outlook

Modern grocery retailing to consolidate its position

COMPETITIVE LANDSCAPE

Private label leads thanks to strong presence in edible oils

Small players inject dynamism through innovation and visibility

CHANNELS

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