



Euromonitor
International

Savoury Snacks in Romania

July 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Savoury Snacks

INDUSTRY PERFORMANCE

Treat-Oriented Foods Remain in Demand as Small Indulgences, Although Affordability Is Crucial

Chart 2 - The Rebranding of 7Days Bake Rolls into TUC Bake Rolls is Aligned with Affordability Trend

Salty Snacks Drives Sales and Growth but Nuts, Seeds and Trail Mixes Also Sees Dynamism

Flavour Innovation Contributes to Rising Demand

Chart 3 - Bimbo Enters Savoury Snacks with Takis, Known for Bold and Spicy Flavours

Chart 4 - Value Sales 2021-2031

Chart 5 - Volume Sales 2021-2031

Chart 6 - Value Sales by Category 2026

WHAT'S NEXT?

Players Set to Invest in Health and Local Partnerships to Boost Innovation

Baked Chips and Health-Focused Launches to Drive Demand for Novelty

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Intersnack and Pepsico Drive Automation and Capacity Gains to Reinforce Leadership

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

CHANNELS

Convenience Retailers and Small Local Grocers Ensure Access to Value Snacks

Mega Image and Delivery Platforms Strengthen E-Commerce Reach

Private Label Gains Ground as Convenience and Modern Retail Align

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Shifting Towards Functional and Sustainable Formats

Pioneering Formulations and Textural Advancements

Strategic Portfolio Diversification and Margin Enhancement

ECONOMIC CONTEXT

Chart 12 - Economic Context for Savoury Snacks

Chart 13 - Real Gdp Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Savoury Snacks

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Solid but Slower Growth, with Consumers Seeking Affordable Snacking

Family Packs and Familiar Flavours Anchor Daily Snacking Routines

Kinder Crispy Reduces Risk for Price-Conscious Shoppers and Boosts Sales of Countlines

Chart 19 - Kinder CRISPY is an Inspired Combination of Three Layers of Crispy Wafer

Chart 20 - Value Sales 2021-2031

Chart 21 - Value Sales by Category 2026

WHAT'S NEXT?

Discounters Set to Leverage Private Label to Capture Cautious Shoppers

Manufacturers to Optimise Portfolios as Input Costs Remain Volatile

Retail E-Commerce and Modern Retailers to Drive Value as Incomes Rise Steadily

Chart 22 - Forecast Value Sales 2021-2031

Chart 23 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez and Private Label Shape Competitive Dynamics through Value Leadership

Froneri Acquisition of Alpin 57 Lux Signals New Alignment in Ice Cream

Chart 24 - Company Shares 2026

Chart 25 - Brand Shares 2026

CHANNELS

Discounters and Convenience Stores Expand Reach to Capture Value Shoppers

Retailers and Delivery Platforms Collaborate to Drive E-Commerce Momentum

Chart 26 - Retail Channels 2021-2026

PRODUCTS

Adapting Formulations to Balance Cost and Indulgence

Localised Flavour Profiles and Textural Novelties Capture Attention

Strategic Portfolio Shifts Ensure Long-Term Brand Relevance

Chart 27 - Macromex Values Vanilla Flavour through Corso Vanilla & Friends

ECONOMIC CONTEXT

Chart 28 - Economic Context for Snacks

Chart 29 - Real Gdp Growth 2021-2031

Chart 30 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 31 - Consumer Context for Snacks

Chart 32 - Population 2021-2031

Chart 33 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/savoury-snacks-in-romania/report.