



Euromonitor
International

Dairy Products and Alternatives in Romania

August 2025

Table of Contents

Dairy Products and Alternatives in Romania

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 1 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025

Table 2 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025

Table 3 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025

Table 4 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025

Table 5 - Penetration of Private Label by Category: % Value 2020-2025

Table 6 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025

Table 7 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030

Table 8 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby Food in Romania

KEY DATA FINDINGS

2025 DEVELOPMENTS

Romania's Social Health Programme influences demand for milk formula

Nestlé and Danone retain their dominance in baby food

Distribution focused on modern grocery retailers and pharmacies

PROSPECTS AND OPPORTUNITIES

Stable growth predicted for baby food

Milk formula set to remain the focus of demand

Focus on breastfeeding likely to limit demand for milk formula

CATEGORY DATA

Table 9 - Sales of Baby Food by Category: Volume 2020-2025

Table 10 - Sales of Baby Food by Category: Value 2020-2025

Table 11 - Sales of Baby Food by Category: % Volume Growth 2020-2025

Table 12 - Sales of Baby Food by Category: % Value Growth 2020-2025

Table 13 - Sales of Growing-Up Milk Formula by Age: % Value 2020-2025

Table 14 - NBO Company Shares of Baby Food: % Value 2021-2025

Table 15 - LBN Brand Shares of Baby Food: % Value 2022-2025

Table 16 - Distribution of Baby Food by Format: % Value 2020-2025

Table 17 - Forecast Sales of Baby Food by Category: Volume 2025-2030

Table 18 - Forecast Sales of Baby Food by Category: Value 2025-2030

Table 19 - Forecast Sales of Baby Food by Category: % Volume Growth 2025-2030

Table 20 - Forecast Sales of Baby Food by Category: % Value Growth 2025-2030

Butter and Spreads in Romania

KEY DATA FINDINGS

2025 DEVELOPMENTS

Government legislation has a big influence on demand
Groupe Lactalis benefits from control over key local dairies
Modern grocery retailers dominate sales

PROSPECTS AND OPPORTUNITIES

Mixed outlook for butter and spreads due to rising prices and new legislation
Butter stands to benefit from new Milk and Dairy Products Law
Players expected to take further steps to promote the healthiness of their products

CATEGORY DATA

Table 21 - Sales of Butter and Spreads by Category: Volume 2020-2025
Table 22 - Sales of Butter and Spreads by Category: Value 2020-2025
Table 23 - Sales of Butter and Spreads by Category: % Volume Growth 2020-2025
Table 24 - Sales of Butter and Spreads by Category: % Value Growth 2020-2025
Table 25 - NBO Company Shares of Butter and Spreads: % Value 2021-2025
Table 26 - LBN Brand Shares of Butter and Spreads: % Value 2022-2025
Table 27 - Distribution of Butter and Spreads by Format: % Value 2020-2025
Table 28 - Forecast Sales of Butter and Spreads by Category: Volume 2025-2030
Table 29 - Forecast Sales of Butter and Spreads by Category: Value 2025-2030
Table 30 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2025-2030
Table 31 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2025-2030

Cheese in Romania

KEY DATA FINDINGS

2025 DEVELOPMENTS

Popularity of telemea remains central to the success of cheese in Romania
Local players control cheese sales in Romania
Modern grocery retailers dominate sales thanks to attractive promotions and affordable private label lines

PROSPECTS AND OPPORTUNITIES

Cheese set to remain a staple of the Romanian diet
Health and wellness unlikely to have a significant impact on demand
Specialist stores could present new sales opportunities for local cheese

CATEGORY DATA

Table 32 - Sales of Cheese by Category: Volume 2020-2025
Table 33 - Sales of Cheese by Category: Value 2020-2025
Table 34 - Sales of Cheese by Category: % Volume Growth 2020-2025
Table 35 - Sales of Cheese by Category: % Value Growth 2020-2025
Table 36 - Sales of Spreadable Cheese by Type: % Value 2020-2025
Table 37 - Sales of Soft Cheese by Type: % Value 2020-2025
Table 38 - Sales of Hard Cheese by Type: % Value 2020-2025
Table 39 - NBO Company Shares of Cheese: % Value 2021-2025
Table 40 - LBN Brand Shares of Cheese: % Value 2022-2025
Table 41 - Distribution of Cheese by Format: % Value 2020-2025
Table 42 - Forecast Sales of Cheese by Category: Volume 2025-2030
Table 43 - Forecast Sales of Cheese by Category: Value 2025-2030
Table 44 - Forecast Sales of Cheese by Category: % Volume Growth 2025-2030
Table 45 - Forecast Sales of Cheese by Category: % Value Growth 2025-2030

Drinking Milk Products in Romania

KEY DATA FINDINGS

2025 DEVELOPMENTS

Drinking milk products benefit from cap on price markups
Local dairies play a key role in drinking milk products
Modern retailers playing a key role in drinking milk products

PROSPECTS AND OPPORTUNITIES

Fresh milk projected to see steady growth
Goat milk seen as a healthier alternative but supply challenges persist
Full fat fresh milk set to fuel sales with vending offering new sales opportunities

CATEGORY DATA

Table 46 - Sales of Drinking Milk Products by Category: Volume 2020-2025
Table 47 - Sales of Drinking Milk Products by Category: Value 2020-2025
Table 48 - Sales of Drinking Milk Products by Category: % Volume Growth 2020-2025
Table 49 - Sales of Drinking Milk Products by Category: % Value Growth 2020-2025
Table 50 - NBO Company Shares of Drinking Milk Products: % Value 2021-2025
Table 51 - LBN Brand Shares of Drinking Milk Products: % Value 2022-2025
Table 52 - Distribution of Drinking Milk Products by Format: % Value 2020-2025
Table 53 - Forecast Sales of Drinking Milk Products by Category: Volume 2025-2030
Table 54 - Forecast Sales of Drinking Milk Products by Category: Value 2025-2030
Table 55 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2025-2030
Table 56 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2025-2030

Yoghurt and Sour Milk Products in Romania

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales stagnate due to price rises but kefir shows strong promise
Local players dominate the market
Private label key to the success of modern grocery retailers

PROSPECTS AND OPPORTUNITIES

Natural and healthy image should help drive sales of yoghurt and sour milk products
High protein yoghurt set to support growth and development
Competition set to heat up with EU funds supporting the establishment of new dairies

CATEGORY DATA

Table 57 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2020-2025
Table 58 - Sales of Yoghurt and Sour Milk Products by Category: Value 2020-2025
Table 59 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2020-2025
Table 60 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2020-2025
Table 61 - Sales of Flavoured Yoghurt by Flavour: Rankings 2020-2025
Table 62 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2021-2025
Table 63 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2022-2025
Table 64 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2020-2025
Table 65 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2025-2030
Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2025-2030
Table 67 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2025-2030
Table 68 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2025-2030

Other Dairy in Romania

KEY DATA FINDINGS

2025 DEVELOPMENTS

Low fat cream a big sales driver thanks to price cap
Products with local connections remain the most popular
Modern grocery retailers retain their dominance thanks to strong offer

PROSPECTS AND OPPORTUNITIES

Cream could face significant challenges as consumers pursue healthier habits
Products targeting families likely to see among the most dynamic performances
Premiumisation could help counter the competition from artisanal products

CATEGORY DATA

Table 69 - Sales of Other Dairy by Category: Volume 2020-2025
Table 70 - Sales of Other Dairy by Category: Value 2020-2025
Table 71 - Sales of Other Dairy by Category: % Volume Growth 2020-2025
Table 72 - Sales of Other Dairy by Category: % Value Growth 2020-2025
Table 73 - Sales of Cream by Type: % Value 2020-2025
Table 74 - NBO Company Shares of Other Dairy: % Value 2021-2025
Table 75 - LBN Brand Shares of Other Dairy: % Value 2022-2025
Table 76 - Distribution of Other Dairy by Format: % Value 2020-2025
Table 77 - Forecast Sales of Other Dairy by Category: Volume 2025-2030
Table 78 - Forecast Sales of Other Dairy by Category: Value 2025-2030
Table 79 - Forecast Sales of Other Dairy by Category: % Volume Growth 2025-2030
Table 80 - Forecast Sales of Other Dairy by Category: % Value Growth 2025-2030

Plant-Based Dairy in Romania

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales benefit from expanding target audience and an increased focus on health
Alpro remains synonymous with plant-based dairy in Romania
Modern grocery retailers dominate sales while e-commerce sees gains

PROSPECTS AND OPPORTUNITIES

Changing perception of plant-based dairy set to fuel strong growth
Switch to more ethical shopping behaviour and retail expansion should boost sales
Local players could bring new competition to the market

CATEGORY DATA

Table 81 - Sales of Plant-Based Dairy by Category: Value 2020-2025
Table 82 - Sales of Plant-Based Dairy by Category: % Value Growth 2020-2025
Table 83 - Sales of Other Plant-Based Milk by Type: % Value 2022-2025
Table 84 - NBO Company Shares of Plant-Based Dairy: % Value 2021-2025
Table 85 - LBN Brand Shares of Plant-Based Dairy: % Value 2022-2025
Table 86 - Distribution of Plant-Based Dairy by Format: % Value 2020-2025
Table 87 - Forecast Sales of Plant-Based Dairy by Category: Value 2025-2030
Table 88 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2025-2030

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/dairy-products-and-alternatives-in-romania/report.