



**Euromonitor
International**

Cooking Ingredients and Meals in Romania

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Cooking Ingredients and Meals in Romania

EXECUTIVE SUMMARY

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

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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

Modern grocery retailing remains dominant amid price sensitivity

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Government price controls continue to shape growth

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Smaller oil types gain ground among health-conscious consumers

WHAT'S NEXT?

Sunflower oil to remain the benchmark, with price a key determinant

Health, experimentation, and niche oils to drive diversification

Premiumisation and innovation to support long-term growth

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

Convenience and premiumisation to drive forecast growth

Healthier eating habits to shape innovation and new formats

Private label to strengthen its role amid price sensitivity

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INDUSTRY PERFORMANCE

Italian and Asian cuisines drive innovation and demand

Traditional staples remain essential but under pressure

WHAT'S NEXT?

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Healthier and more specialised products to gain attention

Retailers and private label to lead through affordability and experience

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Nut and seed-based spreads emerge as healthy and modern alternatives

WHAT'S NEXT?

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Health, premiumisation, and artisanal trends to shape innovation

Homemade and artisanal production to coexist with premium retail offerings

COMPETITIVE LANDSCAPE

Global chocolate spreads maintain dominance while honey remains fragmented

Private label and small brands gain traction through affordability and innovation

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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/cooking-ingredients-and-meals-in-romania/report.