

# Other Dairy in Romania

September 2023

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## Other Dairy in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Important category of cream faces cross-industry challenges, impacting the overall performance of other dairy

Plain condensed milk and coffee whiteners fare well, thanks to coffee trends

Local Fagaras and international cottage cheese share product variety

#### PROSPECTS AND OPPORTUNITIES

A return to positive growth expected, with cream remaining a key component

Plain condensed milk sees much scope for ongoing growth

International players with local brands will retain their leading places, as private label continues to rise

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