

Savoury Snacks in Romania

June 2024

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2024 DEVELOPMENTS

Savoury snacks is seeing positive volume growth, supported by the "snackification" trend Health-focussed trends boost sales for the leading players in individual subcategories Intersnack and PepsiCo benefit from their local manufacturing facilities

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Ongoing growth supported by innovations in flavours, textures, and ingredients Local production set to become increasingly key to success Retail trends will benefit private label, supermarkets, and small local grocers alike

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