

# Cooking Ingredients and Meals in Romania

November 2023

Table of Contents

## Cooking Ingredients and Meals in Romania

### EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

### MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 7 - Penetration of Private Label by Category: % Value 2018-2023

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

[Edible Oils in Romania](#)

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

High prices dampen the demand for edible oils

Official steps to curb price inflation

Olive oil remains an acquired taste

#### PROSPECTS AND OPPORTUNITIES

Unit prices to inform purchasing levels

Branded players are set to make their offer more premium

More room for growth in smaller categories

### CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2018-2023

Table 14 - Sales of Edible Oils by Category: Value 2018-2023

Table 15 - Sales of Edible Oils by Category: % Volume Growth 2018-2023

Table 16 - Sales of Edible Oils by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Edible Oils: % Value 2019-2023

Table 18 - LBN Brand Shares of Edible Oils: % Value 2020-2023

Table 19 - Distribution of Edible Oils by Format: % Value 2018-2023

Table 20 - Forecast Sales of Edible Oils by Category: Volume 2023-2028

Table 21 - Forecast Sales of Edible Oils by Category: Value 2023-2028

Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2023-2028

Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2023-2028

## Meals and Soups in Romania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Both traditional and premium recipes gain traction in ready meals  
Convenience and healthy positioning boost prepared salads and frozen pizza  
Chilled soup rides the health wave to post the fastest retail volume growth

#### PROSPECTS AND OPPORTUNITIES

Convenience and premiumisation to spur chilled and frozen ready meals  
Dry soup to lose appeal amid the healthy food trend and return to busy on-the-go lifestyles  
Private label and artisanal food present challenges to branded players

#### CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2018-2023  
Table 25 - Sales of Meals and Soups by Category: Value 2018-2023  
Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2018-2023  
Table 27 - Sales of Meals and Soups by Category: % Value Growth 2018-2023  
Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2018-2023  
Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2018-2023  
Table 30 - NBO Company Shares of Meals and Soups: % Value 2019-2023  
Table 31 - LBN Brand Shares of Meals and Soups: % Value 2020-2023  
Table 32 - Distribution of Meals and Soups by Format: % Value 2018-2023  
Table 33 - Forecast Sales of Meals and Soups by Category: Volume 2023-2028  
Table 34 - Forecast Sales of Meals and Soups by Category: Value 2023-2028  
Table 35 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028  
Table 36 - Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028

## Sauces, Dips and Condiments in Romania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The economic situation and social habits hamper basic purchases but consumers continue to shift to more specific products  
Ketchup and other category drivers continue to dictate the overall performance of sauces, dips and condiments  
Ethnic cuisine-related products add dynamism

#### PROSPECTS AND OPPORTUNITIES

Trend for ethnic options is set to continue  
More sophisticated and creative meal choices to boost the use of sauces  
Consumers to continue to look for economy products and traditional methods to overcome high prices

#### CATEGORY DATA

Table 37 - Sales of Sauces, Dips and Condiments by Category: Volume 2018-2023  
Table 38 - Sales of Sauces, Dips and Condiments by Category: Value 2018-2023  
Table 39 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2018-2023  
Table 40 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2018-2023  
Table 41 - Sales of Liquid Recipe Sauces by Type: % Value 2018-2023  
Table 42 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2019-2023  
Table 43 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2020-2023  
Table 44 - Distribution of Sauces, Dips and Condiments by Format: % Value 2018-2023  
Table 45 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2023-2028  
Table 46 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2023-2028

Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2023-2028

Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2023-2028

## Sweet Spreads in Romania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Honey rides health and wellness trend to continue upward trajectory

Nut and seed based spreads pique the interest of affluent young professionals

High prices and traditional alternatives hinder the demand for packaged jams and preserves

#### PROSPECTS AND OPPORTUNITIES

Strong efforts to push sweet spreads

Home and artisanal production remain a threat to packaged honey and jams and preserves

Honey and jams and preserves players to focus on product ranges and premiumisation

#### CATEGORY DATA

Table 49 - Sales of Sweet Spreads by Category: Volume 2018-2023

Table 50 - Sales of Sweet Spreads by Category: Value 2018-2023

Table 51 - Sales of Sweet Spreads by Category: % Volume Growth 2018-2023

Table 52 - Sales of Sweet Spreads by Category: % Value Growth 2018-2023

Table 53 - NBO Company Shares of Sweet Spreads: % Value 2019-2023

Table 54 - LBN Brand Shares of Sweet Spreads: % Value 2020-2023

Table 55 - Distribution of Sweet Spreads by Format: % Value 2018-2023

Table 56 - Forecast Sales of Sweet Spreads by Category: Volume 2023-2028

Table 57 - Forecast Sales of Sweet Spreads by Category: Value 2023-2028

Table 58 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028

Table 59 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028

## About Euromonitor International

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/cooking-ingredients-and-meals-in-romania/report](http://www.euromonitor.com/cooking-ingredients-and-meals-in-romania/report).