

Plant-Based Dairy in Romania

September 2023

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Plant-Based Dairy in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Plant-based dairy is the big winner, seeing both value and volume growth
Plant-based milk set to remain key to the overall category, supported by leading Danone
Plant-based yoghurt attracts new players, while Alpro maintains its dominance

PROSPECTS AND OPPORTUNITIES

Plant-based dairy set to go from strength to strength, with a widening user base
Plant-based lifestyles set to continue long-term
Retailers set to allocate more shelf space to plant-based dairy, in line with modern retail expansion

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DISCLAIMER

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