



**Euromonitor
International**

Baked Goods in Romania

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Table of Contents

Baked Goods in Romania - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premium baked goods help to lift value sales

INDUSTRY PERFORMANCE

Unpackaged bread dictates sales performance

Strong performance in frozen baked goods

WHAT'S NEXT?

Large volume of artisanal producers will support sales of unpackaged bread

Strong appreciation for low-priced breads but healthier options are gaining appeal

Local tradition of cake consumption will support sales growth

COMPETITIVE LANDSCAPE

Vel Pitar SA ranks first in fragmented landscape

Mondelez Romania Snacks Production SRL enjoys dynamism

CHANNELS

Sales via the modern channel are becoming more prominent

Retail e-commerce enjoys strong growth

CATEGORY DATA

Table 1 - Sales of Baked Goods by Category: Volume 2020-2025

Table 2 - Sales of Baked Goods by Category: Value 2020-2025

Table 3 - Sales of Baked Goods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Baked Goods by Category: % Value Growth 2020-2025

Table 5 - Sales of Pastries by Type: % Value 2020-2025

Table 6 - NBO Company Shares of Baked Goods: % Value 2021-2025

Table 7 - LBN Brand Shares of Baked Goods: % Value 2022-2025

Table 8 - Distribution of Baked Goods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Baked Goods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Baked Goods by Category: Value 2025-2030

Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

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Staple Foods in Romania - Industry Overview

EXECUTIVE SUMMARY

Consumption weakens amid high living costs

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price inflation impacts staple foods

Lower bread consumption influences category dynamics

WHAT'S NEXT?

Price inflation is set to weigh on category sales

Economic uncertainty will shape purchasing habits

Modern retailers stands to gain from provision of affordable products

COMPETITIVE LANDSCAPE

Highly fragmented landscape due to artisanal producers

Pirifan Distribution enjoys dynamism in hot cereals

CHANNELS

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2020-2025

Table 14 - Sales of Staple Foods by Category: Value 2020-2025

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 18 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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