



**Euromonitor
International**

Savoury Snacks in Romania

July 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Continued volume growth despite economic pressures

Intersnack and PepsiCo strengthen leadership through investment in local production and innovation

Modern retail leads distribution and drives private label growth

PROSPECTS AND OPPORTUNITIES

Lifestyle shifts will fuel growth, with salty snacks leading the way

Focus on novelty and variety, along with the growing health trend, will be key growth drivers

Small local grocers will continue to play key role for price sensitive consumers

CATEGORY DATA

Table 1 - Sales of Savoury Snacks by Category: Volume 2020-2025

Table 2 - Sales of Savoury Snacks by Category: Value 2020-2025

Table 3 - Sales of Savoury Snacks by Category: % Volume Growth 2020-2025

Table 4 - Sales of Savoury Snacks by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Savoury Snacks: % Value 2021-2025

Table 6 - LBN Brand Shares of Savoury Snacks: % Value 2022-2025

Table 7 - Distribution of Savoury Snacks by Format: % Value 2020-2025

Table 8 - Forecast Sales of Savoury Snacks by Category: Volume 2025-2030

Table 9 - Forecast Sales of Savoury Snacks by Category: Value 2025-2030

Table 10 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2025-2030

Snacks in Romania - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 12 - Sales of Snacks by Category: Volume 2020-2025

Table 13 - Sales of Snacks by Category: Value 2020-2025

Table 14 - Sales of Snacks by Category: % Volume Growth 2020-2025

Table 15 - Sales of Snacks by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Snacks: % Value 2021-2025

Table 17 - LBN Brand Shares of Snacks: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Snacks by Format: % Value 2020-2025

Table 20 - Forecast Sales of Snacks by Category: Volume 2025-2030

Table 21 - Forecast Sales of Snacks by Category: Value 2025-2030

Table 22 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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