



Sweet Spreads in Romania

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Consumption drops amid price rises of sweet spreads
- Honey varieties expand with a range of price offers
- Nut and seed-based spread is growing from a low base

PROSPECTS AND OPPORTUNITIES

- Sweet spreads face a bright outlook
- Home production creates competition for retail trade
- Domestic players to improve share as premiumisation trend evolves

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Cooking Ingredients and Meals in Romania - Industry Overview

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