



**Euromonitor  
International**

# Processed Meat, Seafood and Alternatives To Meat in Romania

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers seek out cheaper options or cutback as retail prices rise  
Chilled processed meat outperforms shelf-stable alternatives  
Meat and seafood substitutes grow from a small base

PROSPECTS AND OPPORTUNITIES

Economic recovery to support category growth  
Healthier lifestyles will drive demand for meat and seafood alternatives  
Unpackaged chilled processed meat stands to perform well

CATEGORY DATA

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Staple Foods in Romania - Industry Overview

EXECUTIVE SUMMARY

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Key trends in 2024  
Competitive Landscape  
Channel developments  
What next for staple foods?

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## SOURCES

### Summary 1 - Research Sources

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