



Euromonitor
International

Meals and Soups in Romania

October 2024

Table of Contents

Meals and Soups in Romania - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Meals and soups meet the growing demand for convenience foods

Rising interest in ethnic foods drives sales of frozen ready meals

Dry soups is the preferred choice in soups

PROSPECTS AND OPPORTUNITIES

Ready meals to drive progress in overall category

Dry soup sales face ongoing decline

Competitive landscape to remain unchanged

CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2019-2024

Table 2 - Sales of Meals and Soups by Category: Value 2019-2024

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2019-2024

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2019-2024

Table 5 - Sales of Chilled Ready Meals by Ethnicity: % Value 2019-2024

Table 6 - Sales of Frozen Ready Meals by Ethnicity: % Value 2019-2024

Table 7 - Sales of Soup by Leading Flavours: Rankings 2019-2024

Table 8 - NBO Company Shares of Meals and Soups: % Value 2020-2024

Table 9 - LBN Brand Shares of Meals and Soups: % Value 2021-2024

Table 10 - Distribution of Meals and Soups by Format: % Value 2019-2024

Table 11 - Forecast Sales of Meals and Soups by Category: Volume 2024-2029

Table 12 - Forecast Sales of Meals and Soups by Category: Value 2024-2029

Table 13 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2024-2029

Table 14 - Forecast Sales of Meals and Soups by Category: % Value Growth 2024-2029

Cooking Ingredients and Meals in Romania - Industry Overview

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 15 - Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024

Table 16 - Sales of Cooking Ingredients and Meals by Category: Value 2019-2024

Table 17 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024

Table 18 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024

Table 19 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024

Table 20 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024

Table 21 - Penetration of Private Label by Category: % Value 2019-2024

Table 22 - Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029

Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029

Table 26 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/meals-and-soups-in-romania/report.