



# Baked Goods in Romania

November 2025

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## Baked Goods in Romania - Category analysis

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#### 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

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Mondelez Romania Snacks Production SRL enjoys dynamism

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Consumption weakens amid high living costs

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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

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