



**Euromonitor  
International**

# Breakfast Cereals in Romania

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## Breakfast Cereals in Romania - Category analysis

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#### 2025 DEVELOPMENTS

Breakfast cereals are not yet deemed a staple for most households

#### INDUSTRY PERFORMANCE

Breakfast cereals are not an essential in most households

Hot cereals gain appeal, but sales are still limited

#### WHAT'S NEXT?

Consumption will remain skewed among higher income groups

Health concerns will drive sales of muesli and granola

International players are expected to gain traction

#### COMPETITIVE LANDSCAPE

Nestlé Romania SRL has built a dominant position in breakfast cereals

Pirifan Distribution gains share in hot cereals

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Price inflation impacts staple foods

Lower bread consumption influences category dynamics

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Price inflation is set to weigh on category sales

Economic uncertainty will shape purchasing habits

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