



# Sauces, Dips and Condiments in Romania

November 2025

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## Sauces, Dips and Condiments in Romania - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Consumers explore new cuisines and product areas

#### INDUSTRY PERFORMANCE

Italian and Asian cuisines drive innovation and demand

Traditional staples remain essential but under pressure

#### WHAT'S NEXT?

Traditional sauces to remain dominant but growth to slow

Healthier and more specialised products to gain attention

Retailers and private label to lead through affordability and experience

#### COMPETITIVE LANDSCAPE

Unilever retains leadership through strong brands and long-standing trust

Asian brands and distributors add new energy to the market

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Modern grocery retailing dominates as key access point for variety and price

E-commerce gains traction through partnerships and convenience

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## Cooking Ingredients and Meals in Romania - Industry Overview

### EXECUTIVE SUMMARY

Higher energy costs boost prices but sunflower oil benefited from price regulations

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Edible oils drive overall market performance

Traditional products remain essential in the household basket

#### WHAT'S NEXT?

Growth to continue amid lingering inflationary pressures

Cautious consumer behaviour and local production to shape the outlook

Modern grocery retailing to consolidate its position

## COMPETITIVE LANDSCAPE

Private label leads thanks to strong presence in edible oils

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