



Sweet Spreads in Romania

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales growth hindered by strong home production

INDUSTRY PERFORMANCE

Honey strengthens its position as a natural and healthy staple

Nut and seed-based spreads emerge as healthy and modern alternatives

WHAT'S NEXT?

Honey and chocolate spreads to drive continued growth

Health, premiumisation, and artisanal trends to shape innovation

Homemade and artisanal production to coexist with premium retail offerings

COMPETITIVE LANDSCAPE

Global chocolate spreads maintain dominance while honey remains fragmented

Private label and small brands gain traction through affordability and innovation

CHANNELS

Modern grocery retail dominates, supported by affordability and product variety

E-commerce continues to grow through convenience and premium access

CATEGORY DATA

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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
Small players inject dynamism through innovation and visibility

CHANNELS

Modern grocery retailing remains dominant amid price sensitivity
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