



# 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

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Modern grocery retail dominates, supported by affordability and product variety

E-commerce continues to grow through convenience and premium access

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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

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