



Savoury Snacks in Romania

July 2025

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2025 DEVELOPMENTS

Continued volume growth despite economic pressures

Intersnack and PepsiCo strengthen leadership through investment in local production and innovation

Modern retail leads distribution and drives private label growth

PROSPECTS AND OPPORTUNITIES

Lifestyle shifts will fuel growth, with salty snacks leading the way

Focus on novelty and variety, along with the growing health trend, will be key growth drivers

Small local grocers will continue to play key role for price sensitive consumers

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