



Euromonitor  
International

# Cooking Ingredients and Meals in Romania

November 2025

Table of Contents

## Cooking Ingredients and Meals in Romania

### 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

Convenience and local grocers maintain relevance for everyday shopping

E-commerce and foodservice show steady development

#### MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

## Edible Oils in Romania

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Government price controls continue to shape growth

#### INDUSTRY PERFORMANCE

Sunflower oil continues to define the overall market

Smaller oil types gain ground among health-conscious consumers

## WHAT'S NEXT?

Sunflower oil to remain the benchmark, with price a key determinant  
Health, experimentation, and niche oils to drive diversification  
Premiumisation and innovation to support long-term growth

## COMPETITIVE LANDSCAPE

Bunge Romania and Expur lead through strong local brands and innovation  
Smaller and international players bring dynamism and diversity

## CHANNELS

Modern retailing consolidates leadership through pricing and accessibility  
E-commerce gains traction as manufacturers adapt to digital retailing

## CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2020-2025  
Table 14 - Sales of Edible Oils by Category: Value 2020-2025  
Table 15 - Sales of Edible Oils by Category: % Volume Growth 2020-2025  
Table 16 - Sales of Edible Oils by Category: % Value Growth 2020-2025  
Table 17 - NBO Company Shares of Edible Oils: % Value 2021-2025  
Table 18 - LBN Brand Shares of Edible Oils: % Value 2022-2025  
Table 19 - Distribution of Edible Oils by Format: % Value 2020-2025  
Table 20 - Forecast Sales of Edible Oils by Category: Volume 2025-2030  
Table 21 - Forecast Sales of Edible Oils by Category: Value 2025-2030  
Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030  
Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

[Meals and Soups in Romania](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Busy urbanites drive growth as they seek convenience

## INDUSTRY PERFORMANCE

Ready meals and prepared salads lead category performance  
Frozen ready meals expand through ethnic and premium offerings

## WHAT'S NEXT?

Convenience and premiumisation to drive forecast growth  
Healthier eating habits to shape innovation and new formats  
Private label to strengthen its role amid price sensitivity

## COMPETITIVE LANDSCAPE

International brands dominate soups; local players thrive in ready meals

## CHANNELS

Modern grocery retailing maintains dominance through accessibility and price  
E-commerce expands as digital grocery habits strengthen

## CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2020-2025  
Table 25 - Sales of Meals and Soups by Category: Value 2020-2025  
Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

- Table 27 - Sales of Meals and Soups by Category: % Value Growth 2020-2025
- Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025
- Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025
- Table 30 - Sales of Soup by Leading Flavours: Rankings 2020-2025
- Table 31 - NBO Company Shares of Meals and Soups: % Value 2021-2025
- Table 32 - LBN Brand Shares of Meals and Soups: % Value 2022-2025
- Table 33 - Distribution of Meals and Soups by Format: % Value 2020-2025
- Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030
- Table 35 - Forecast Sales of Meals and Soups by Category: Value 2025-2030
- Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030
- Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

### Sauces, Dips and Condiments in Romania

## 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

### CHANNELS

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

E-commerce gains traction through partnerships and convenience

### CATEGORY DATA

- Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025
- Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025
- Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025
- Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025
- Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025
- Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025
- Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025
- Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025
- Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025
- Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030
- Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030
- Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030
- Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

## 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

Table 51 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 52 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 58 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

### COUNTRY REPORTS DISCLAIMER

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cooking-ingredients-and-meals-in-romania/report](http://www.euromonitor.com/cooking-ingredients-and-meals-in-romania/report).