



Processed Meat, Seafood and Alternatives To Meat in Romania

November 2025

Processed Meat, Seafood and Alternatives To Meat in Romania - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong traditions and healthier lifestyles drive category sales

INDUSTRY PERFORMANCE

Price increases are tempered by retailers' promotional strategies

Meat and seafood substitutes sales rise as consumers adopt meat-free diets

WHAT'S NEXT?

Healthier lines will gain traction over the forecast period

Strong growth potential for meat and seafood substitutes

Strong demand for unpackaged chilled processed meat

COMPETITIVE LANDSCAPE

Cris-Tim Companie de Familie SRL leads in fragmented landscape

Wide range of small companies provide meat alternatives

CHANNELS

Modern retailers claim largest share on aggregate

Retail e-commerce provides platform for niche brands

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

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Staple Foods in Romania - Industry Overview

EXECUTIVE SUMMARY

Consumption weakens amid high living costs

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price inflation impacts staple foods

Lower bread consumption influences category dynamics

WHAT'S NEXT?

Price inflation is set to weigh on category sales

Economic uncertainty will shape purchasing habits
Modern retailers stands to gain from provision of affordable products

COMPETITIVE LANDSCAPE

Highly fragmented landscape due to artisanal producers
Pirifan Distribution enjoys dynamism in hot cereals

CHANNELS

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