



**Euromonitor
International**

Meals and Soups in Romania

November 2025

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Meals and Soups in Romania - Category analysis

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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

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Modern grocery retailing maintains dominance through accessibility and price

E-commerce expands as digital grocery habits strengthen

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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

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