



**FOOD PRODUCTION IN
ROMANIA 2014**

A DEMO SECTOR REPORT

**by
FRD Center**

a DEMO sector brief by FRD Center - www.frdcenter.ro

Disclaimer:

Whilst every care is taken in compiling this report, no responsibility is taken for errors or omissions. FRD Center guarantees that this information, collected and generated, has been operated in a professional manner and best efforts were applied with a view to offering accurate and complete results. However, FRD Center will not be held liable for any damage or loss resulting from the use of the information contained herein.

**FRD Center provides market entry consulting services since 2000.
For tailor-made market research and market entry support to the markets in CE, SE
and Eastern Europe, please do not hesitate to contact our team directly.**

**FRD Center Market Entry Services
Bucharest ROMANIA;
www.market-entry.ro
Contact: Jackie Bojor, Director;
Tel: +4021 4111459
europa@frdcenter.ro**

General overview

In 2013, Romania has registered the highest real GDP growth rate among the EU countries: 3.5%.

In the first trimester of 2014, the GDP in Romania has registered a growth of 3.8% compared to the first trimester of 2013.

The domestic consumption in Romania has increased by 9.3% in the first trimester of 2014 compared to the same period of 2013.

The food purchases in Romania in the first trimester of 2014 compared to the first trimester of 2013 have increased by 6.1%

In March 2014 compared to March 2013, the industrial production in Romania has registered an increase of 9.6%.

In the first three months of 2014, the gross sales of food, beverages and tobacco in Romania have registered an increase of 6.1% compared to the first three months of 2013.

In March 2014, the gross sales of food, beverages and tobacco in Romania have increased by 8.1% compared to March 2013 and by 13.2% compared to February 2014.

In 2013, the sales of food, beverages and tobacco in Romania have recorded approximately 10.7 billion EUR, up by 4% compared to 2012.

The sales in the food sector in Romania have registered the following increases:

- 8.1% in March 2014 compared to March 2013
- 5.7% in February 2014 compared to February 2013
- 5.8% in January 2014 compared to January 2013

The turnover of the food industry in Romania has increased by 11% in the first ten months of 2013 compared to the same period of 2012.

In 2012, the consumption expenditures with food products and non-alcoholic beverages have represented 41.9% of total consumption expenditures in Romania. During the period 2009 - 2012, the food products and the non-alcoholic beverages have registered an increasing trend in the total consumption expenditures in Romania (40.9% in 2009, 41% in 2010, 41.7% in 2011 and 41.9% in 2012).

Food production

The production of meat and meat products has recorded over 1.9 billion EUR in 2012 in Romania, up by 8% compared to 2011.

The total number of slaughtered cattle, pigs, sheep, goats and poultry in 2012 in Romania has recorded almost 240 millions heads, up by 0.2% compared to 2011. The total number of slaughtered animals in Romania has recorded a constant growing trend during the period 2010 - 2012.

In Romania, in March 2014 compared to March 2013, the total number of the slaughtered cattle has recorded an increase by 4.1% and the total number of the slaughtered pigs by 27.2%.

The biggest 20 producers of meat and meat products in Romania have recorded in 2012 a cumulated turnover of approximately 1.2 billion EUR, up by 7% compared to 2011.

The average monthly consumption of meat products per capita in Romania in 2012 was approximately 1.038 kg, up by 1.5% compared to 2011.

The production of canned meat in Romania has recorded some 240 million EUR in 2012, up by 11% compared to 2011.

Imports of equipment for food industry

The imports of machinery for filling, closing, sealing or labelling bottles, cans, boxes, bags or other containers, machinery for capsuling bottles, jars, tubes and similar containers and machinery for aerating beverages have recorded 37 million EUR in Romania in 2013, up by 55% compared to 2012.

The imports of other packing or wrapping machinery (including heat-shrink wrapping machinery) in Romania have registered over 26 million EUR in 2013.

The Romanian imports of machinery for the industrial preparation or manufacture of food or drink (other than machinery for the extraction or preparation of animal or fixed vegetable fats or oils) have reached almost 61 million EUR in 2013.

The imports in Romania of machinery for the preparation of meat or poultry have recorded approximately 10 million EUR in 2013, up by 15% compared to 2012.

The imports of machinery for the preparation of fruits, nuts or vegetables in Romania have registered over 4 million EUR in 2013, up by 8% compared to 2012.

Imports of ingredients and spices for food industry

The imports of the fruit of the genus Capsicum or of the genus Pimenta in Romania have recorded approximately 2.1 million EUR in 2013, up by 18% compared to 2012.

The imports of resinoids in Romania have reached almost 31,000 EUR in 2013, up by 200% compared to 2012.

Imports of packages for food industry

The Romanian imports of cans of iron or steel which are to be closed by soldering or crimping, of a capacity of less than 50 l (that include cans of a kind used for preserving food, cans of a kind used for preserving drink and other cans) have recorded approximately 9.5 million EUR in 2013, up by 50% compared to 2012.

The imports in Romania of cans of a kind used for preserving food have registered 4.4 million EUR in 2013, up by 8% compared to 2012. In 2013, Romania has imported cans of a kind used for preserving food from Bulgaria, Belgium, Hungary, Italy, Poland etc.

The imports of cans of a kind used for preserving drink in Romania have reached some 1.2 million EUR in 2013. Romania has imported in 2013 cans of a kind used for preserving drink from Poland, Slovakia, Hungary and Italy.

The imports of glass jars with the nominal capacity of more than 0.33 l but less than 1 l have recorded approximately 4.6 million EUR in 2013 in Romania, up by 23% compared to 2012. In 2013, Romania has imported this kind of products from the Republic of Moldova, Italy, France, Germany, Czech Republic etc.

The Romanian imports of glass jars with the nominal capacity of 0.15 l or more but no more than 0.33 l have registered almost 1.5 million EUR in 2013. Romania has imported in 2013 this kind of products from Bulgaria, Poland, Ukraine, Hungary etc.