

Romanian Food Market 2021

A DEMO market study by FRD Center

- the market entry consulting firm -





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performing arts festivals in Europe, alongside Edinburgh International
Festival (Great Britain) and Avignon Festival (France).**



About FRD Center - Factor Regional Development Center



One of the pioneer privately owned independent market entry consulting firms in Emerging Europe

Covers markets such as Romania, Bulgaria, Poland, Hungary, Czechia, Serbia, Lithuania, Turkey etc.

For over 20 years, provides assistance to:

- Foreign companies, SMEs, corporations
- Foreign export promotion agencies, international trade organisations, global consulting groups, chambers of commerce, commercial sections of embassies

Services include:

Multi-country market research, sector studies
Local business partners search and selection
Players identification and detailed profiles

FRD Center is an Enterprise Ireland trade consultant, an accredited Expert Consultant with: Switzerland Global Enterprise Expert Network, [Business Finland Consultants Network](#), [Sweden on the Go Consultants Network](#), Red de promocion exterior, Instituto de Fomento Region de Murcia and an EU commission approved partner of “[EU GATEWAY | BUSINESS AVENUES](#)”

Services include:

Comparative analysis
Data collection, interviews with KOLs
B2B, Trade mission - physical, virtual

CONTENTS

1.

About Romania

2.

**Food market in Romania:
dairy, meats, fish, fruit, organic, vegan**

3.

**Main players examples:
Food retail chains, importer-distributors,
processors and producers**

4.

**Food imports in Romania:
Volume / value, main countries of origin**



About Romania

One of the most dynamic markets in Central Eastern Europe

About Romania

Romania is the 2nd largest market in Central Eastern Europe after Poland and one of the most dynamic economies in the EU.

For 2021, the revised economic growth forecast is of 7.4% from 4.2% after strong positive dynamics in Q4 2020 and Q1 2021. Romania is already officialy out of the COVID19 recession.

Romania Private Consumption accounted for 65.5 % of its Nominal GDP in Mar 2021, compared with a ratio of 58.6 % in the previous quarter.



Consumer Spending in Romania increased to 42176 RON Million in the first quarter of 2021 from 40927.90 RON Million in the fourth quarter of 2020



FRD Center is monitoring the market opportunities in Romania and other markets in CE Europe, Eastern Europe and SE Europe.

Upon demand, FRD Center identifies and selects the local players according to the Client's criteria, provides In-Depth Analysis and Target Origination services.

For over 20 years, FRD Center facilitates commercial relations between foreign producers, investors, exporters with local key decision makers and provides B2B matchmaking at Decision Maker level, Market Research etc.

Email: europa@frdcenter.ro

with your specific demand for local support



**Food market in Romania:
dairy, meats, fish, fruit, organic, vegan**



Romanians started consuming more healthy products during the pandemic: 38% of them consumed more fresh vegetables, 37% more fresh fruits and 29% more tea and dairy products (yogurt, cheese) compared to other years.



Different consumption habits and more than ever orientation towards a healthy lifestyle of the Romanian consumer have made the ultra fresh dairy market grow visibly in 2020 compared with 2019.

For specific details about the Romanian foods and beverages market and a study according to your requirements, do not hesitate to contact FRD Center at email europa@frdcenter.ro

Meal preferences of the Romanian consumers have been influenced by the COVID19 pandemic



more details at email
europa@frdcenter.ro



Regarding the products consumed at the main meals, the first position in the top of the foods preferred by Romanians for lunch is occupied by fresh vegetables, these products being chosen by six out of ten respondents. They are followed in the ranking of fresh fruits (29%). Regarding the evening meal, 44% eat vegetables, dairy products (34%), cooked food (26%), fruits (25%) and sweets (20%).



During the pandemic, health became a major concern for Romanians.

Thus, they began to be more aware of what they consume: almost 90% of them avoided foods with artificial additives and preservatives, 86% used natural or organic ingredients in food preparation, and 82% avoided carbonated drinks.



Are you interested to learn more about the opportunities on the Romanian Foods and Beverages Market?

Who are the main processors and importer-distributors?

How to reach the relevant local partners and decision maker level and how to present your products to them?

FRD Center is monitoring the foods and beverages market in Romania. Upon demand can generate information and introductions based on the Client's requirements.

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Meat consumption

During the pandemic, fresh meat remained a staple food in the Romanians' diet. The fresh meat category is extremely dynamic, registering a 10% increase in volume between March 2020 and February 2021 compared to the previous 12 months.



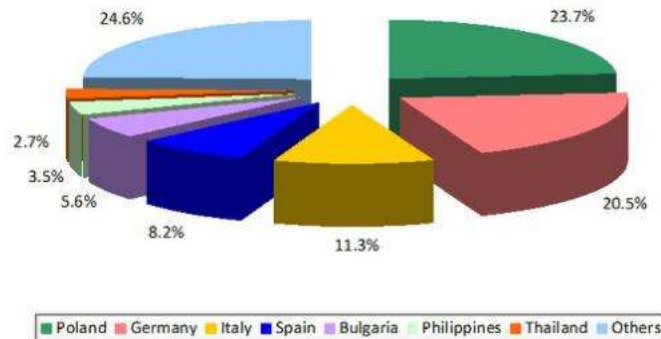
Fish consumption

The awareness of the Romanian consumer for a healthier lifestyle increased during the COVID19 pandemic, which also lead to an increase in the consumption of fish and seafoods.



Example of Fish and Seafood Market Study by FRD Center

Imports of prepared or preserved fish, caviar and caviar substitutes prepared from fish eggs in Romania in 2019, in value, by country



1. Overview of fish and seafood in Romania
 - 1.1 Fish and seafood processing
 - 1.2 Fish production
 - 1.2.1 Commercial fishing
 - 1.2.2 Aquaculture
 - 1.3 Fish and seafood imports
 - 1.4 Top five processing plants
2. Fish and seafood consumption in Romania
 - 2.1 Fish and seafood consumption structure
 - 2.2 Share of restaurants and hotels in total household expenditure
 - 2.3 Labeling and packaging requirements
3. Market and sector challenges
 - 3.1 Examples of prices
 - 3.2 Overview on consumption and market demand
 - 3.3 Overview on competition
 - 3.4 Others
4. Key contacts
 - 4.1 Top ten importers of fish and seafood in Romania
 - 4.2 Top five importers of fish and seafood in Republic of Moldova
 - 4.3 Top five Romanian importers of fish and seafood with offices in other EU countries
 - 4.4 Most important associations
 - 4.5 Useful links
5. Other

FISH AND SEAFOOD SECTOR IN ROMANIA MARKET REPORT 2021

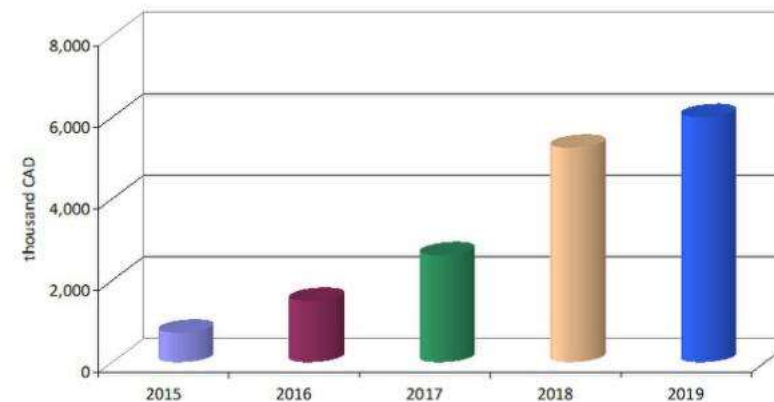
prepared for



by



Imports of fish and crustaceans, molluscs and other aquatic invertebrates in Romania from Canada



Source: FRD Center, Trade Map



Fresh fruit and vegetables

For 7 out of 10 Romanians in urban areas, fresh fruits and vegetables became indispensable during the pandemic period.

Romanians consume 3.3 million fresh vegetables annually. 20% of the vegetables consumed in Romania come from imports, while the remaining 80% are produced locally. 50% of the fresh fruit on the Romanian market are imported



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Dairy consumption

9 out of 10 Romanians consumed processed dairy products in 2020 which remains a year of sustained growth for the dairy sector. The focus on a healthy lifestyle, with a focus on functional foods, has resulted in sales 230% higher than in 2019 for the producer “Laptaria cu Caimac”, as an example



Retail private brands benefited more buyers than brands with national coverage, 7 out of 10 households in Romania have bought private label dairy products in 2020



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Organic, bio and vegan foods

If seven years ago only 4 out of 10 Romanians declared that they bought organic products, in 2021 their number doubled. People with higher education, those with intellectual professions, but also those with high personal incomes embrace more the category of organic products

Republica BIO, one of the main players on the market of BIO and natural products in Romania, registered in 2020 a turnover of approx. 1.3 mEUR, double compared with 2019. The projection for 2021 estimates an increase of at least 50%. The number of new customers increased by 75% in 2020 compared to 2019.

The categories that recorded the highest sales were food, with an increase of 92% YOY, bee products, by 127%, superfoods, by 97%, and food supplements with 161%.



Rawckers, the main local producer of "cheese" and vegetarian yogurts, is counting on doubling the business this year, compared to 2020, to about 1 million euros, with the expansion of the product range, but also with the expansion of the number of partner stores.



Example of slide in Organic Foods and Beverages Study by FRD Center



Kingdom of the Netherlands



Organic Foods and Beverages in Romania

Market demand dynamics

As it results from the FRD Center market research, among the most in-demand organic foods on the Romanian market are:

baby bio foods
organic cereals
soybean organic drinks
organic fruit juices
bio pasta
organic tomato sauces
organic spices



Frozen fruit and vegetables

During the pandemic there were also launches of new frozen vegetables and fruits, frozen by technologies that allow the preservation of properties and which are prepared quickly and easily: the new range of frozen fruits from Edenia, the range of frozen vegetables for Bonduelle Cream Soup, as well as Cocorico Portii, which brings innovation in the area of quantities, making it easier to prepare food in small quantities.



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3

Main players examples:
Food retail chains, importer-distributors, processors and producers

Main food retail chains

Some of the most dynamic international food retail chains operating on the Romanian market are Profi, Lidl, Kaufland, Mega Image, Auchan, Carrefour and Penny. Local chains include Annabella, Supermarket La Cicoș, Ovisim and Diana



In 2020 vs 2019, the sales of Lidl Romania increased more than 31%, Profi registered a growth of over 21% while Carrefour's sales in Romania went up more than 10%. Supermarket La Cicoș registered a growth of over 26%.



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Dairy processors

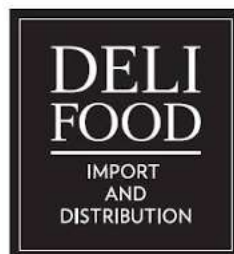
In the yoghurt market, which registered a growth of 8.5% in 2020, the main players are Albalact, Danone, FrieslandCampina, Muller and Olympus. They have a cumulated market share of 72.3% by value and 62.8% by volume. The rest goes to private labels.



According to the FRD Center analysis based on official data, in 2020 Albalact registered a +11.2% increase in the turnover compared to 2019., while Muller Dairy Ro registered a growth of +17.5%. Danone Productie si Distributie de Produse Alimentare had a turnover of 131 mEUR, Fabrica de Lapte Brasov SA (Olympus brand) 111.1 mEUR and FrieslandCampina Romania registered a turnover of 97.1 mEUR.

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Foods and beverages importers

Some of the most dynamic Romanian foods and beverages importers include Serpico Trading, Nordic Foods, Agrirom, Deli Food Distribution, Parmafood, Firenze Distribution, De Silva Exclusiv, Interbrands Marketing & Distribution SRL, Aquila Part Prod Com SRL, Macromex SRL, Whiteland Import Export SRL, Elgeka Ferfelis Romania.

According to the FRD Center analysis based on official data, in 2020 Serpico Trading registered a turnover with +13.9% higher than in 2019. Nordic Import Export registered 39.5 mEUR in turnover in 2020 while Agrirom had 48.8 mEUR.



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Fish processors

Two of the most important fish processors and distributors on the Romanian market are Ocean Fish and Negro2000. According to the FRD Center analysis based on official data, Ocean Fish registered in 2020 a turnover of 35.9 mEUR, +9.4% compared to 2019.



Meat processors

Two of the strongest meat processors and distributors operating on the Romanian foods market are Caroli Foods Group SRL (Campofrio, Caroli brands) and Transavia. According to the FRD Center analysis based on official data, in 2020 Caroli Foods Group reached a turnover of 103.5 mEUR



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Direct introduction to Decision Makers in the Romanian Foods and Beverages sector

FRD
center

Upon demand from the foreign Clients, FRD Center organises B2B business meetings, Trade Missions, individual introductions to local Decision Makers.

Also, FRD Center organises for the foreign Clients showcasing of their products, roundtables with KOLs and sector experts, store guided visits etc.



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4

**Food imports in Romania:
Volume / value, main countries of origin**



From the beginning of the year until the end of May 2021, Romania imported food and live animals worth 3.32 billion euros, which represents 8.6% of total imports during the analyzed period. At the same time, compared to the similar period of last year, the value of imports in this category is 10.5% higher, according to data from the National Institute of Statistics.



87% of the fish
consumed in Romania
is imported



on the first place in the
top of the most
imported foods, is the
pork with imports of
589 million euros



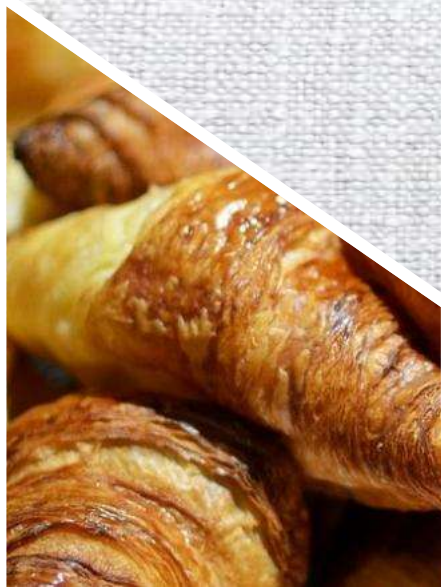
almost half of the
bread consumed in
Romania is imported,
mainly as a frozen pre-
cooked bread



in the first five months
of this year, imports of
beverages and tobacco
increased by 8.4% y-t-y



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Romania imports a large part of basic foods. Meat, cheese and frozen pastries are among the top foods brought from abroad. According to data from the Ministry of Agriculture, their value reaches 1.2 billion euros, which is about 15% of the total imports recorded last year. The most imported foods in Romania in 2020 were: Pork (589 mEur), Cheese and curd (263 mEur), Coffee (224 mEur), Chocolate (211 mEur) and Pastries, incl frozen (207 mEur)



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Main countries of origin for the Romanian food and beverages imports

Some of the main countries of origin for the foods and beverages imported in Romania are Italy, Spain and France.

As it results from the recent research conducted by FRD Center, the main five countries from which Romania imports fish and seafood are: the Netherlands, Denmark, Spain, Czechia and Italy

The imported Meat and edible meat offal (Taric 02) come mainly from: Spain, Germany, Hungary, Poland and the Netherlands.

The vegetables are mainly imported from Turkey, Netherlands, Germany, Poland and Spain, while the fruit and nuts are imported mainly from Greece, Germany, Turkey, Netherlands and Poland.



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Sources

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<https://www.frdcenter.ro>

Are you interested to study the food and beverages sector in Romania? To identify the up-coming opportunities?

Are you interested to get in contact with decision makers?

To analyse the local players?

Upon demand from Clients, FRD Center researches and analyses the market, generates sector studies according to on the Client's requirements.

Email: europa@frdcenter.ro

with your specific request for local support

For tailored Market Research, B2B Matchmaking with local players in the sector, Target Origination and M&A assistance feel free to contact

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THANK YOU

