



# Romanian Foods Processing and Production

A FRD Center Demo Report

March 2020

## **FRD Center**

Market entry services to Romania, the CEE and SEE.  
Market research, B2B matchmaking, sector studies,  
trade missions, investment opportunity research, M&A support.

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FRD Center Demo Report March 2020**

This presentation is produced by FRD Center – [www.frdcenter.ro](http://www.frdcenter.ro) - one of the pioneer privately owned independent market entry consulting and M&A advisory firms in Romania.

Since 2000, FRD Center offers tailor-made market research and intelligence, B2B matchmaking and M&A consulting services to foreign organisations interested to enter Romania and the emerging markets in Europe as exporters, consultants, investors or joint-ventures, to acquire a local company, to relocate their operations, to find new suppliers or to source in CE, SE and Eastern Europe.

Our services include:

market research, investment opportunities assessment, sector studies, market briefs

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- product presentation and assessment of interest from clients / partners

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- identification of market opportunities: exports, sourcing, B2B sales etc.

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**As part of the CSR activity, FRD Center endorses the  
Sibiu International Theatre Festival FITS - [www.sibfest.ro](http://www.sibfest.ro)**

The Sibiu International Theatre Festival is the most complex festival in Romania. Internationally, it has become one of the most important performing arts festivals in Europe, judging by its amplitude, dimension, and quality of events, similar to the Edinburgh International Festival (Great Britain) and the Avignon Festival (France)





## Romanian Foods Processing and Production FRD Center Demo Report March 2020

### Disclaimer

*This is a DEMO market analysis. For tailored market analysis according to your specific needs, contact the FRD Center team at [europa@frdcenter.ro](mailto:europa@frdcenter.ro)*

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### Introduction

A EU member since 2007, Romania is the 2nd largest market in CE Europe after Poland. With a GDP growth of between 3.8 and 7% in the recent years, Romania is currently one of the most dynamic large markets in EU28 with a population of approximately 20 million inhabitants.



According to FRD Center analysis based on official provisional and revised data from National Bank of Romania, the foreign direct investment in Romania reached 5.296 billion EUR in 2019, up by 0.56% compared to 2018.

#### Snapshot of the Romanian Macroeconomic Environment, 2016 - 2019

Indicator	2016	2017	2018	2019
<b>GDP - bn RON current prices</b>	765.1	856.7	949.6	988.5
<b>Real GDP growth rate %</b>	4.8	7.1	4.4	n/a
<b>GDP per capita in PPS - Purchasing Power Standards - EU27_2020 = 100</b>	60	63	65	n/a
<b>Population - million</b>	19.760	19.638	19.524	19.405
<b>Unemployment rate %</b>	5.9	4.9	4.2	3.9
<b>FDI - bn EUR</b>	4.517	4.586	5.266	5.296
<b>Net external debt, % of GDP</b>	21.8	20.6	17.4	n/a



Romanian Foods Processing and Production  
FRD Center Demo Report March 2020

## **Foods Processing and Production in Romania**

FRD Center has been closely monitoring the Romanian sector of Foods Processing and Production.

For more than 20 years, the FRD Center consultants have been providing in-depth market research and competitive analysis in regards to the Foods Processing and Production in Romania.

One example of such a report is the “Food Market in Romania” prepared by FRD Center for the Royal Netherlands Embassy in Romania. The report is available at

<https://www.dutchromaniannetwork.nl/wp-content/uploads/2017/01/Food-Report-Romania-2016.pdf>

***For a customised research and analysis of the Romanian sector of Foods Processing and Production contact the FRD Center at email: [europa@frdcenter.ro](mailto:europa@frdcenter.ro)***

Here are some recent sector insights from FRD Center.

### **A - Meat**

According to the FRD Center analysis, the Meat Processing sector in Romania is quite dynamic and most of the players are vertically integrated.

The official data from the National Institute of Statistics show that the meat production in Romania recorded 815,821 tonnes in 2018, which represents an increase of 2.8% compared to 2017, according to the FRD Center calculations. Furthermore, in 2018 compared to 2017, the Romanian production of meat products increased by 3.5% and of tinned meat by 11.9%.

<b>Production in Romania tonnes</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2017 vs. 2016</b>	<b>2018 vs. 2017</b>
meat	778,882	793,909	815,821	+1.9%	+2.8%
meat products	377,905	369,305	382,175	-2.3%	+3.5%
tinned meat	29,665	28,700	32,109	-3.3%	+11.9%

*Source: FRD Center, National Institute of Statistics*



**Romanian Foods Processing and Production  
FRD Center Demo Report March 2020**

In regards to the value of the types of various meat products, FRD Center has been consulting and analysed the statistic data provided by Eurostat.

<b>Production in Romania thousand EUR</b>	<b>2018</b>
Prepared and preserved meat, meat offal or blood, including prepared meat and offal dishes	976,724
Sausages and similar products of meat, offal or blood and food preparations based thereon, excluding liver sausages and prepared meals and dishes	623,325
Prepared or preserved meat of swine: hams and cuts thereof, excluding prepared meals and dishes	66,988
Fresh or chilled whole chickens	235,424
Other prepared or preserved meat, offal and mixtures of swine, including mixtures, excluding sausages and similar products, homogenised preparations, preparations of liver and prepared meals and dishes	53,412

*Source: FRD Center, Eurostat*

According to the Romanian National Institute of Statistics, consulted by the FRD Center team, the slaughtering of animals in Romania in November 2019 compared to November 2018 increased for pigs by 1.8% and for sheep and goats by 10.5%, decreased for poultry by 3.6% and remained constant for cattle.

The Romanian meat processing industry remains on a positive trend for medium term, with continuous investments in production and processing technology, logistics and branding.

According to the FRD Center research, the main ten producers of meat and meat products in Romania are:

<b>Producers of meat and meat products in Romania</b>
Unicarm
Aaylex Prod
Recunostinta Prodcom Impex / CrisTim
Agricola International
Caroli Foods Group
Elit
Diana
Fox Com Serv Distribution
Doly-Com Distributie



**Romanian Foods Processing and Production  
FRD Center Demo Report March 2020**

According to the FRD Center analysis, the ten main producers of meat and meat products in Romania recorded a cumulated net turnover of 905 mEUR in 2018, which was 7.4% higher compared to 2017.

For direct contact with relevant Decision Makers in Romanian meat processing companies, contact the FRD Center at email: [europa@frdcenter.ro](mailto:europa@frdcenter.ro)

## **B - Dairy**

The Dairy sector in Romania has a long tradition and is quite dynamic. Major international players are active in the Romanian dairy producing sector, including several foreign players entering the market through acquisitions of local companies.

According to the FRD Center analysis using official data from the National Institute of Statistics, in 2018 compared to the previous year, the dairy production in Romania increased for consumption milk (+4.8%), fresh milk products (+10.9%) and cheese products (+7.1%) but decreased for butter (-12.1%).

Production in Romania	Unit	2016	2017	2018	2017 vs. 2016	2018 vs. 2017
consumption milk	Hectolitres	2,745,419	2,825,764	2,961,440	+2.9%	+4.8%
fresh milk products	Hectolitres equivalent 3.5% fat	4,647,530	4,972,346	5,512,272	+7%	+10.9%
butter	Tonnes	11,970	12,013	10,562	+0.4%	-12.1%
cheese products	Tonnes	86,584	88,753	95,082	+2.5%	+7.1%

*Source: FRD Center, National Institute of Statistics*

According to the National Institute of Statistics, the quantity of cow's milk collected by processing units from agricultural holdings and collection centres in Romania in the first 11 months of 2019 compared to the first 11 months of 2018 increased by 1.2%, reaching 1,037,683 tonnes.

Furthermore, in the first 11 months of 2019 compared to the same period of 2018, increases in production were recorded for drinking milk by 7.4%, acidified milk (yogurt, drinking yogurt, curd and other similar milk products) by 4.6%, cheese products by 2.4% and cream by 1.5% while the production of butter decreased by 2.2%.

According to the FRD Center players analysis, the main ten companies active in the dairy production sector in Romania are:



**Romanian Foods Processing and Production  
FRD Center Demo Report March 2020**

<b>Dairy producers in Romania</b>
Danone Productie si Distributie de Produse Alimentare
Fabrica de Lapte Brasov
Frieslandcampina Romania
Hochland Romania
Dorna Lactate
Simultan
Lacto Food
Prodlacta
Carmo-Lact Prod

According to the FRD Center calculations, the ten main dairy producers on the domestic market recorded a cumulated turnover of approximately 633 mEUR in 2018, up by 9.6% compared to 2017,

For direct contact with relevant Decision Makers in Romanian dairy companies, contact the FRD Center at email: [europa@frdcenter.ro](mailto:europa@frdcenter.ro)

### **C - Sugar**

Romania had 34 sugar beet factories before 1990 but the number decreased dramatically since then. Currently, there are only five sugar producers in Romania and they are listed below.

<b>Sugar producers in Romania</b>
Agrana Romania
Tereos Romania
Zaharul Oradea
Antrepriza Zahar Bod
Lemarco Cristal

The five sugar producers in Romania reached a cumulated turnover of 217 mEUR in 2018, which according to the FRD Center calculations represents a decrease by 31% compared to 2017.

According to the FRD Center analysis based on data from the National Institute of Statistics, the production of sugar from sugar beet in Romania reached 108,187 tonnes in 2018, a decrease of 43% compared to 2017.



**Romanian Foods Processing and Production  
FRD Center Demo Report March 2020**

<b>Production in Romania tonnes</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2017 vs. 2016</b>	<b>2018 vs. 2017</b>
sugar from sugar beet	138,389	189,945	108,187	+37.3%	-43%
refined sugar from crude sugar of import	295,133	232,377	n/a	-21.3%	n/a

*Source: FRD Center, National Institute of Statistics*

For direct contact with relevant Decision Makers in Romanian sugar producing companies, contact the FRD Center at email: europa@frdcenter.ro

### **D - Oils**

In 1989 dozens of oil processing plants were operating in Romania. After successive privatizations and re-sales, many of them were closed. In the recent years, the vegetable oil market in Romania underwent an extensive concentration process.

According to the FRD Center calculations using data from the National Institute of Statistics, the Romanian production of edible oils recorded 309,592 tonnes in 2018, up by 5.7% compared to the previous year.

<b>Production in Romania tonnes</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2017 vs. 2016</b>	<b>2018 vs. 2017</b>
edible oils	278,997	292,921	309,592	+5%	+5.7%

*Source: FRD Center, National Institute of Statistics*

As a result of the FRD Center research, the main producers of edible oil in Romania are listed below. They reached a cumulated turnover of 942 mEUR in 2018, up by 5% compared to 2017.

<b>Producers of edible oils in Romania</b>
Bunge Romania
Expur
Prutul
Ardealul
LTA Mondial
Argus





**Romanian Foods Processing and Production**  
**FRD Center Demo Report March 2020**

For direct contact with relevant Decision Makers in Romanian oil producing companies, contact the FRD Center at email: [europa@frdcenter.ro](mailto:europa@frdcenter.ro)

### **E - Processed F&V**

FRD Center has been closely monitoring the Romanian sector of Processed Fruit and Vegetables. This is a dynamic sector which is expected to continue its growth in the medium term.

According to the FRD Center calculations based on data from the National Institute of Statistics, the production of tinned vegetables in Romania recorded 71,190 tonnes in 2018, which represents an increase of 0.8% compared to 2017. Furthermore, the domestic production of tinned fruits increased by 39.2% in 2018 compared to 2017, reaching 3,355 tonnes.

<b>Production in Romania tonnes</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2017 vs. 2016</b>	<b>2018 vs. 2017</b>
tinned vegetables	80,600	70,643	71,190	-12.4%	+0.8%
tinned fruits	4,650	2,411	3,355	-48.2%	+39.2%

*Source: FRD Center, National Institute of Statistics*

In regards to the value of the types of various processed fruits and vegetables, FRD Center has been consulting and analysed the statistic data provided by Eurostat.

<b>Production in Romania thousand EUR</b>	<b>2018</b>
Vegetables, except potatoes, preserved otherwise than by vinegar or acetic acid, including prepared vegetable dishes	63,078
Concentrated tomato puree and paste	18,706
Vegetables, excluding potatoes, fruit, nuts and other edible parts of plants, prepared or preserved by vinegar or acetic acid	6,296
Jams, marmalades, fruit jellies, fruit or nut purees and pastes, being cooked preparations, excluding of citrus fruit, homogenised preparations	9,336

*Source: FRD Center, Eurostat*

According to the FRD Center research, the main producers of processed fruits and vegetables, which are listed below, registered a cumulated turnover of approximately 62 mEUR in 2018, 3.2% lower than in 2017.



**Romanian Foods Processing and Production  
FRD Center Demo Report March 2020**

<b>Producers of processed fruits and vegetables in Romania</b>
Contec Foods
Annabella Fabrica de Conserve Raureni
Mandy Foods International
MGC International Investments

### **F - Bakery & Pastry**

The production of confectioneries and pastries in Romania recorded 216,072 tonnes in 2018, 5.5% lower compared to 2017, according to the FRD Center calculations based on data from the National Institute of Statistics .

<b>Production in Romania tonnes</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2017 vs. 2016</b>	<b>2018 vs. 2017</b>
confectioneries and pastries	213,840	228,753	216,072	+7%	-5.5%

*Source: FRD Center, National Institute of Statistics*

The production in Romania in 2018 of some examples of bakery and pastry products was as follows:

<b>Production in Romania thousand EUR</b>	<b>2018</b>
Fresh bread containing by weight in the dry matter state ≤ 5 % of sugars and ≤ 5 % of fat, excluding with added honey; eggs; cheese or fruit	736,756
Cake and pastry products; other bakers' wares with added sweetening matter	486,793
Crispbread	2,643
Sweet biscuits; waffles and wafers completely or partially coated or covered with chocolate or other preparations containing cocoa	15,894
Sweet biscuits, including sandwich biscuits; excluding those completely or partially coated or covered with chocolate or other preparations containing cocoa	56,915
Biscuits, excluding those completely or partially coated or covered with chocolate or other preparations containing cocoa, sweet biscuits, waffles and wafers	39,618

*Source: FRD Center, Eurostat*

The main bakery and pastry producers identified and selected by FRD Center are listed below. They registered a cumulated turnover of 422 mEUR in 2018, up by 3.3% compared to 2017, according to the FRD Center calculations.



**Romanian Foods Processing and Production  
FRD Center Demo Report March 2020**

<b>Producers of bakery and pastry in Romania</b>
Chipita Romania
Vel Pitar
Boromir Ind
Pambac
Sam Mills Europe
Dobrogea Grup
Croco
Trans Agape

Do you need a market analysis according to  
your specific requirements?

Contact the FRD Center team at email  
[europa@frdcenter.ro](mailto:europa@frdcenter.ro)

with your market research brief.



Romanian Foods Processing and Production  
FRD Center Demo Report March 2020

## FRD Center

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Market research, B2B matchmaking, sector studies,  
trade missions, investment opportunity research, M&A support.



***FRD Center assists international companies with overseas expansion and market entry to the Emerging Markets in Eastern Europe, CE and SE Europe.***

Are you a foreign company looking to source, expand, build strategic partnerships or to find new Clients in Eastern Europe?

***As one of the pioneer privately owned market entry advisory firms in Romania, operating for 20 years, FRD Center has high competencies in market entry advisory and is quite well placed to assist foreign companies with a multitude of aspects related to market opportunity assessment, B2B matchmaking with local Decision Makers and M&A in Romania and the region.***

