

Butter and Spreads in Romania

September 2023

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Butter and Spreads in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Butter and spreads value growth supported by high unit prices, but price-sensitive consumers buy lower volumes

Suspected unwarranted price hikes in already-expensive butter attract investigation

More affordable spreads fare better than expensive butter, alongside the rise of plant-based options

PROSPECTS AND OPPORTUNITIES

High prices and ongoing challenges faced by the dairy industry will affect performance dynamics

Butter set to remain popular overall, with enhanced shelf space expected

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