

# Meals and Soups in Romania

November 2023

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## Meals and Soups in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Both traditional and premium recipes gain traction in ready meals  
Convenience and healthy positioning boost prepared salads and frozen pizza  
Chilled soup rides the health wave to post the fastest retail volume growth

#### PROSPECTS AND OPPORTUNITIES

Convenience and premiumisation to spur chilled and frozen ready meals  
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