

# Romania plant-based food retail market insights

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2020-2022



# Executive Summary

Retail sales data from NielsenIQ covering 13 European countries shows that sales of plant-based foods have grown 6% in 2022 – and 21% since 2020 – to reach €5.8 billion.

The global shift towards plant-based diets has sparked a revolution in the food industry, with major food manufacturers and retailers embracing the change. In Europe, plant-based food retail sales have surged in recent years as new products and innovations have come to market, enabling more consumers to purchase next-generation plant-based meat, seafood, eggs and dairy that are competitive with animal products on taste, price and convenience.

## Plant-based foods in Europe are a €5.8 billion market.

The Good Food Institute Europe analysed NielsenIQ plant-based data for 13 European countries – Austria, Belgium, Denmark, France, Germany, Italy, Netherlands, Poland, Portugal, Romania, Spain, Sweden, and the UK – to calculate the size and growth of the plant-based food retail market from 2020 to 2022.

<b>€5.8 billion</b>	<b>+6%</b>	<b>+4%</b>	<b>21%</b>
The retail market for plant-based foods is worth €5.8 billion, up from €4.8 billion in 2020.	The value of plant-based food sales grew by 6% between 2021 and 2022.	Plant-based food unit sales grew by 4% between 2021 and 2022.	Plant-based food euro sales and unit sales grew by 21% between 2020 and 2022.

To contextualise the sales performance of plant-based categories in 2022, it is important to note the unique macroeconomic environment that was present due to the ongoing war in Ukraine, global trade tensions, and inflation. While the growth of the plant-based food retail market decelerated in 2022 compared to 2021, both euro and unit sales continued to grow, demonstrating strong demand from consumers for these products despite these challenges.

## Overview of Europe-wide plant-based category euro sales summary, 2022

	2022 euro sales	2021-2022 sales growth	2020-2022 sales growth	2022 unit sales	2021-2022 unit sales growth	2020-2022 unit sales growth
Milk	€2.2 B	7%	19%	1.3 B	6%	20%
Meat	€2.0 B	3%	19%	846 M	1%	21%
Yoghurt	€515 M	-0.4%	8%	255 M	-3%	10%
Spreads	€247 M	13%	40%	140 M	4%	26%
Meals	€181 M	20%	79%	72 M	14%	71%
Ice cream	€174 M	8%	14%	57 M	8%	15%
Cheese	€165 M	4%	56%	61 M	4%	62%
Cream	€139 M	7%	7%	109 M	0%	1%
Dessert	€88 M	6%	27%	58 M	5%	40%
Seafood	€43 M	60%	326%	14 M	67%	343%
<b>Total</b>	<b>€5.8 B</b>	<b>6%</b>	<b>21%</b>	<b>2.9 B</b>	<b>4%</b>	<b>21%</b>

### Plant-based foods in Romania are a 163.5 million lei market.

The Romanian plant-based food retail market is one of the smallest in Europe. However, sales data demonstrates that consumer demand is growing rapidly, as sales of plant-based foods grew by 67% between 2020 and 2022 to 163.5 million lei.

Plant-based milk is Romania's most developed category of plant-based products, but both plant-based milk and plant-based meat experienced steady, double-digit growth between 2020 and 2022.

Dive into the report to better understand the Romanian plant-based food retail market.

**Addendum: In April 2023, we discovered some errors on the part of our data partner for the UK plant-based cheese, yoghurt, and dessert categories and the Poland plant-based cheese category. In this report, the executive summary and the overall plant-based food country comparison charts have been updated with the correct sales figures.**

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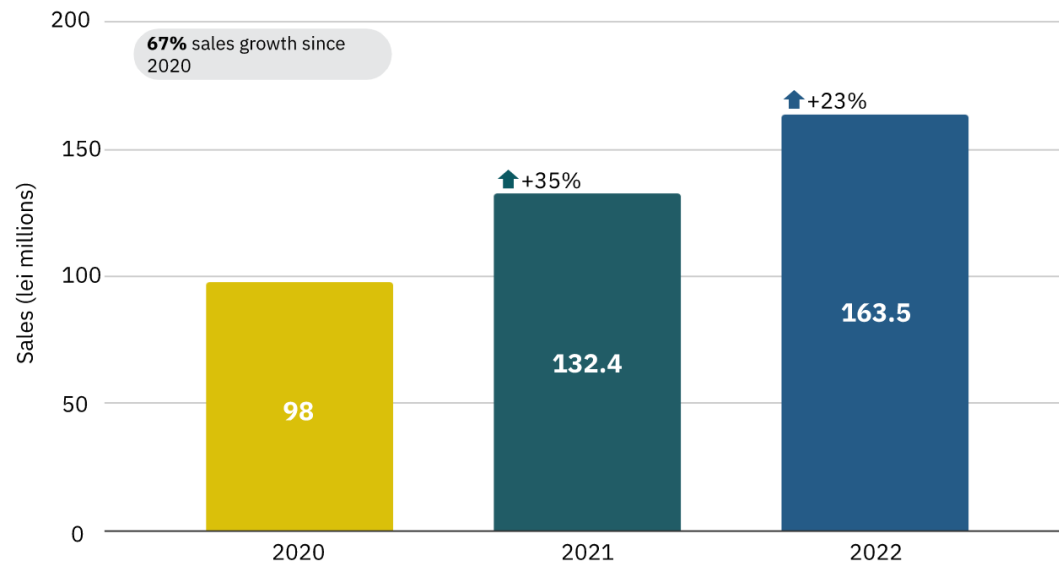
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## Overall plant-based food market

Plant-based food sales in Romania grew by 23% in 2022 to reach 163.5 million lei (€33.4 million).

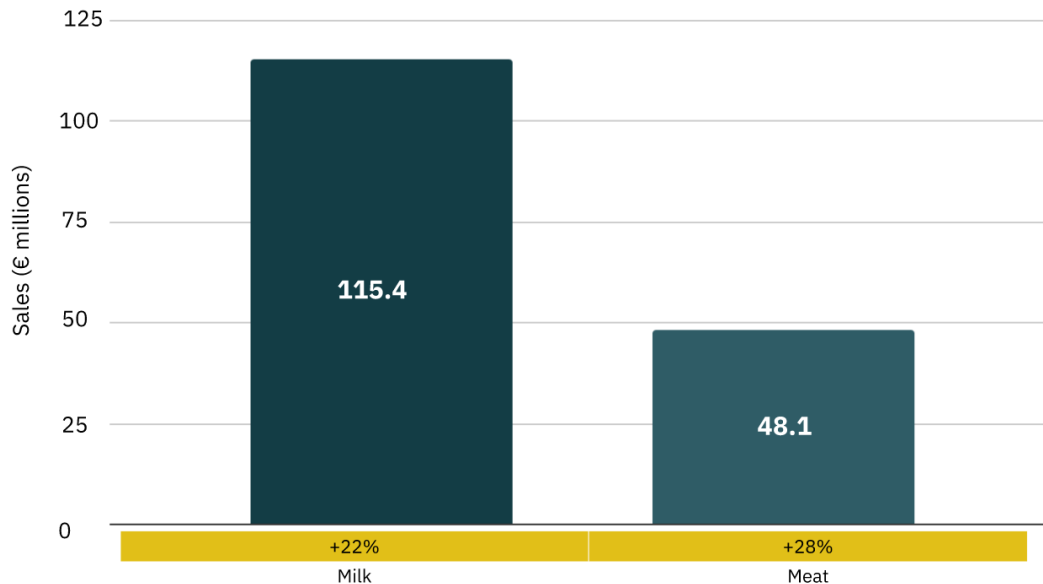
### Romania plant-based food sales (in lei, millions), 2020-2022



## Categories

The plant-based food market in Romania is young and only comprises the plant-based milk and plant-based meat categories.

### Romania plant-based food sales by category (in lei, millions), 2022



Key insights:

- **Plant-based milk is the most developed plant-based category.** Plant-based milk sales were 115.4 million lei (€23.6 million) in 2022, and the category continued to experience double-digit growth.
- **Plant-based meat sales grew to 48.1 million lei (€9.8 million) in 2022,** also experiencing strong growth.

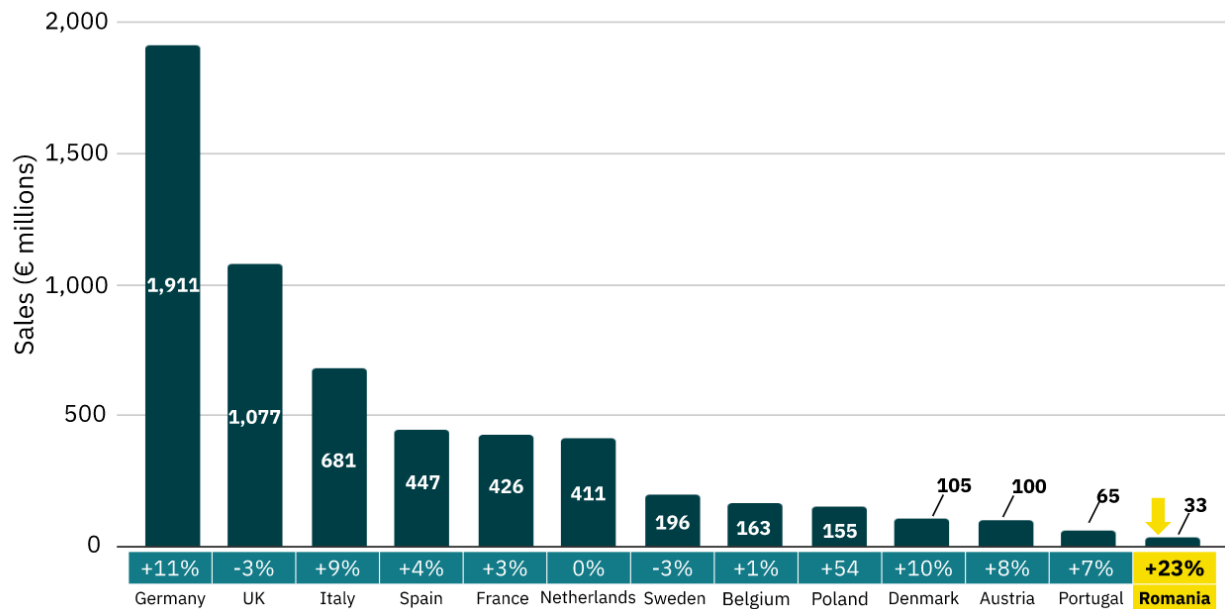
### Romania plant-based category sales summary, 2022

	2022 leu sales	2022 euro sales	2021-2022 leu sales growth	2020-2022 leu sales growth	2022 unit sales	2021-2022 unit sales growth	2020-2022 unit sales growth
Milk	115.4 M lei	€23.6 M	22%	61%	10.7 M	17%	53%
Meat	48.1 M lei	€9.8 M	28%	83%	6.0 M	13%	44%
Total	163.5 M lei	€33.4 M	23%	67%	16.7 M	16%	50%

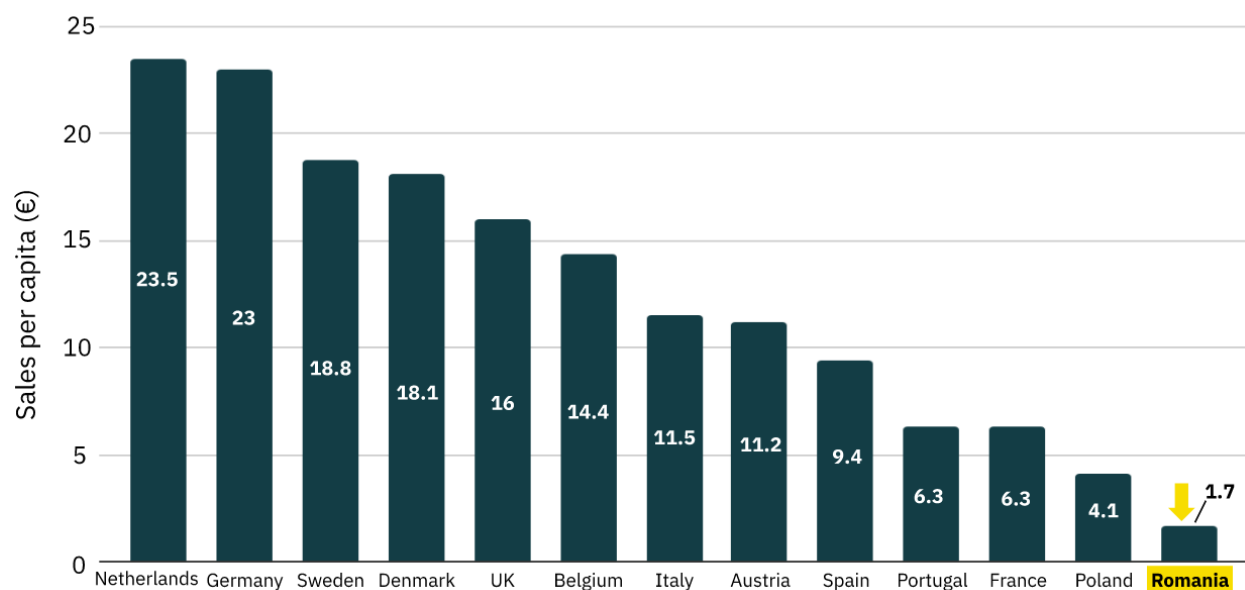
## Country comparison

Of the countries analysed, Romania has the lowest plant-based food sales value as well as the lowest average plant-based food spend per capita, but the Romanian market is growing quickly.

### Europe-wide plant-based food sales per country (in € millions), 2022

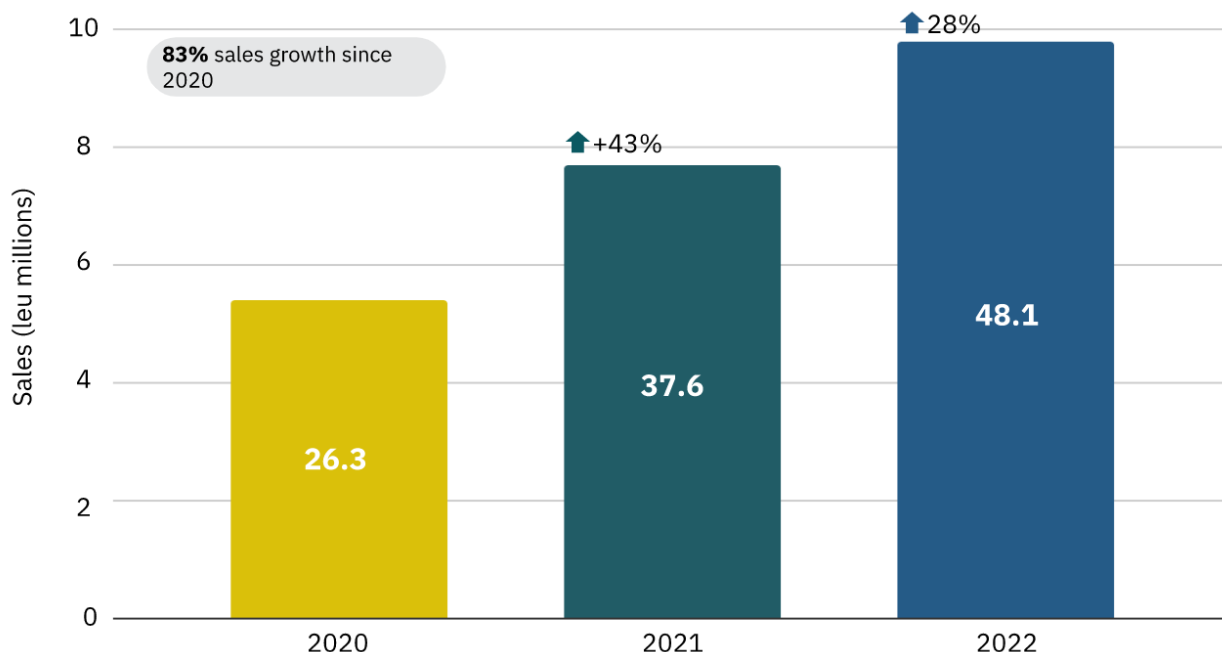


### Europe-wide average plant-based food spend per country per capita (in euros), 2022



# Plant-based meat<sup>1</sup>

## Romania plant-based meat sales (in lei, millions), 2020-2022



### Key insights:

- The value of plant-based meat sales grew by 83% between 2020 and 2022.
- Plant-based meat unit sales grew by 44% between 2020 and 2022.
- The average price per unit of plant-based meat in 2022 increased by 13%.

### Segment insights:

- The most popular plant-based meat formats are processed meat products (e.g. burgers, mince, nuggets), which make up 85% of sales by value, followed by pate (15%).

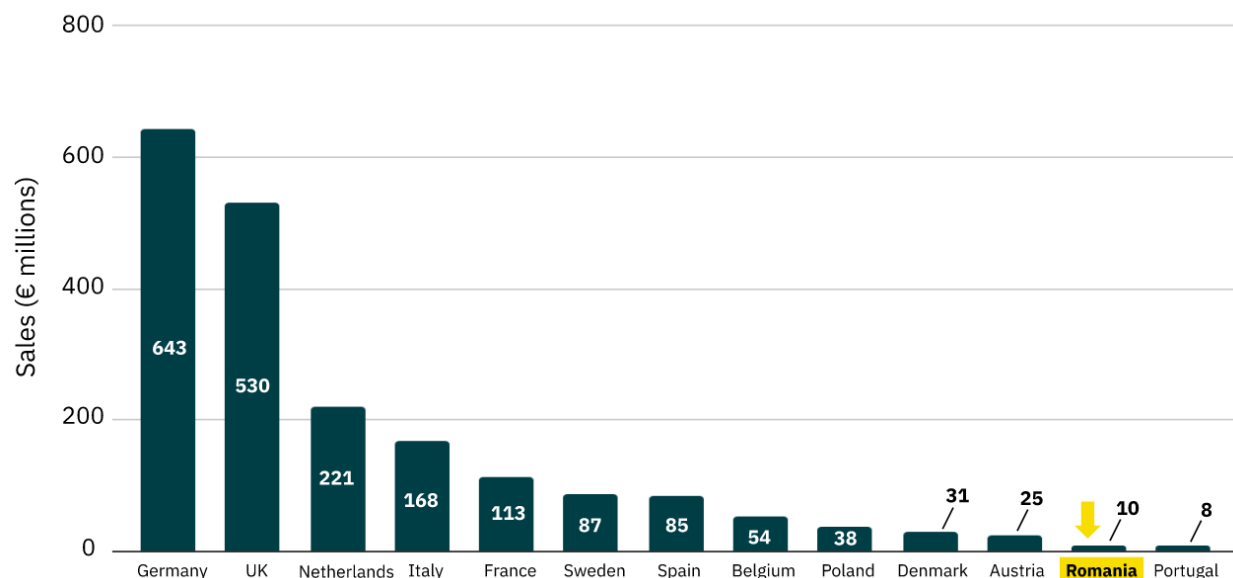
<sup>1</sup> The plant-based meat category includes both analogues (products that mimic the appearance and taste of animal-based meat) and non-analogues (e.g. vegetable-based patties).



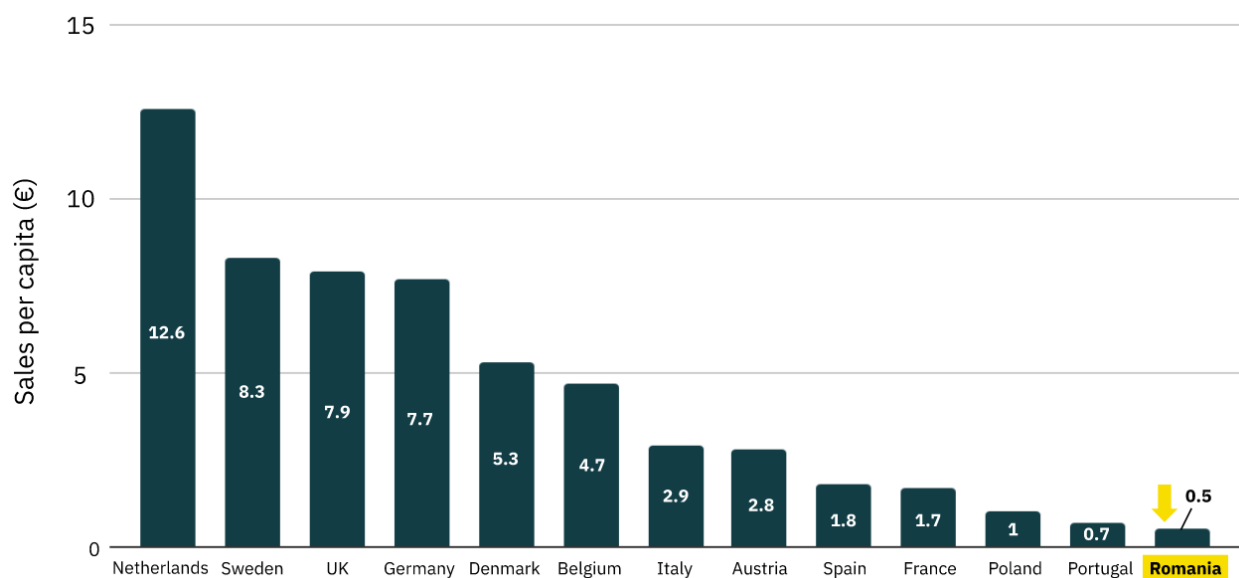
## Country comparison

Romania has the 12th highest plant-based meat sales value of the European countries analysed and ranks 13th for average plant-based meat spend per capita.

### Europe-wide plant-based meat sales per country (in € millions), 2022

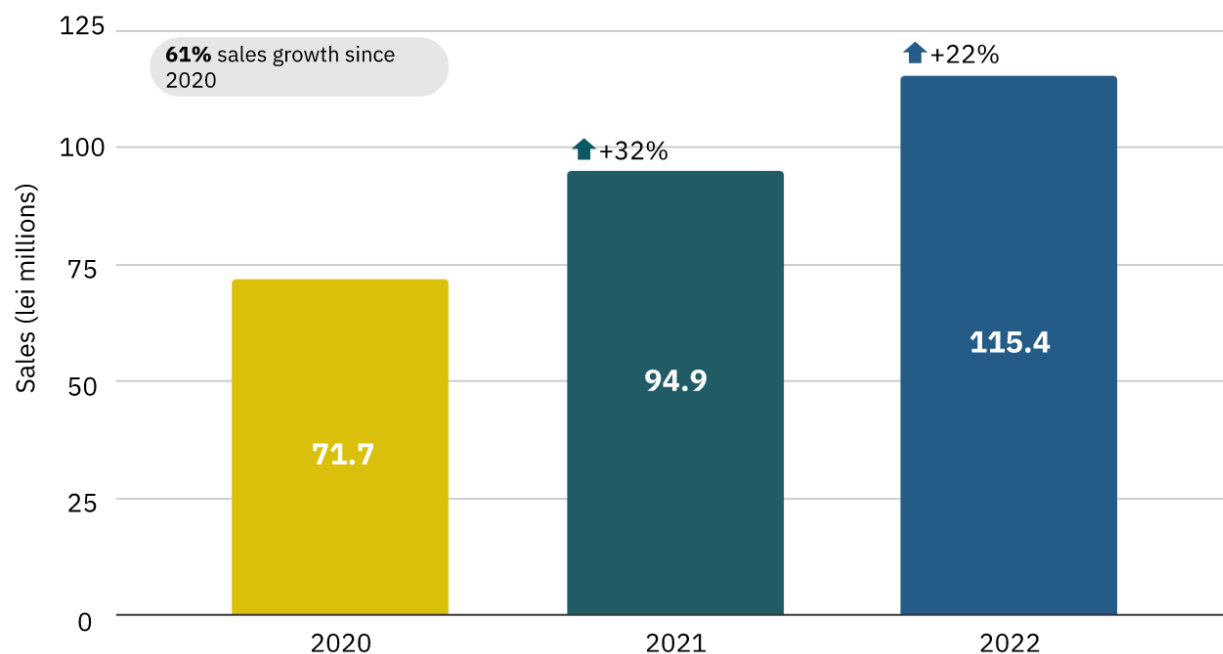


### Europe-wide average plant-based meat spend per country per capita (in euros), 2022



# Plant-based milk

## Plant-based milk sales (in lei, millions), 2020-2022



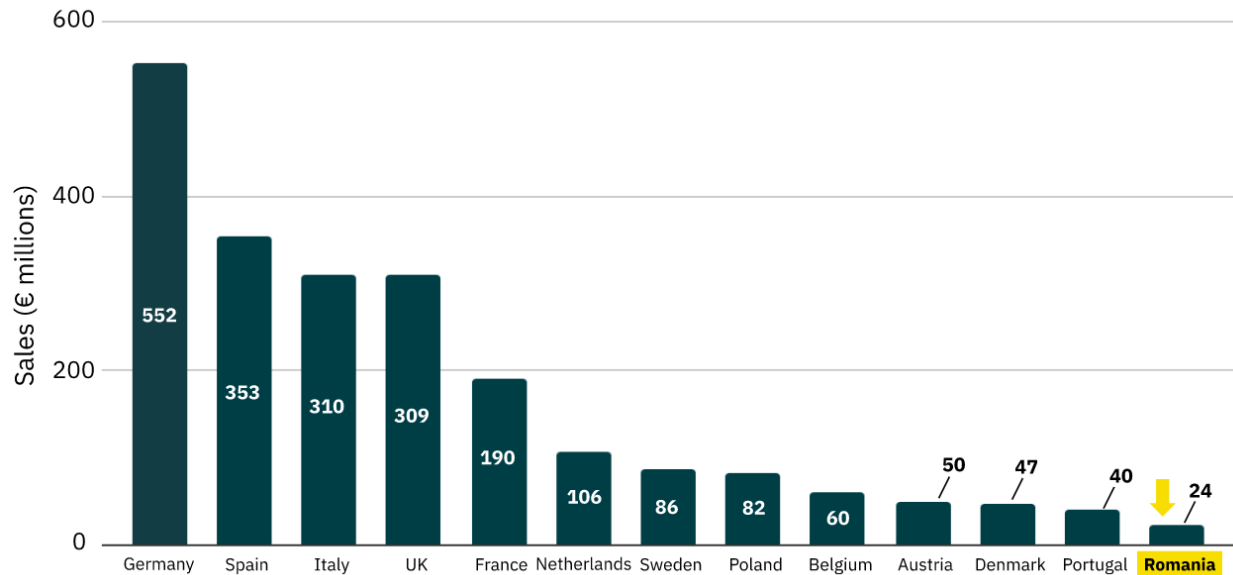
### Key insights:

- The value of plant-based milk sales grew by 61% between 2020 and 2022.
- Plant-based milk unit sales grew by 53% between 2020 and 2022.
- The average price per unit of plant-based milk in 2022 increased by 4%.

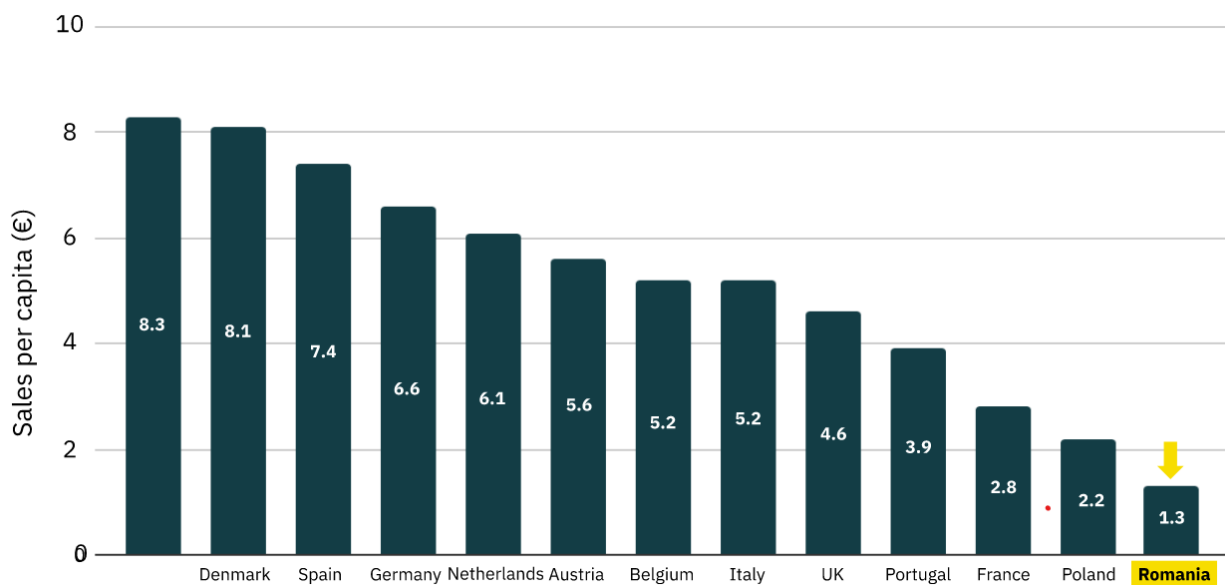
## Country comparison

Of the countries analysed, Romania has the lowest plant-based milk sales value and the lowest average plant-based milk spend per capita.

### Europe-wide plant-based sales per country (in € millions), 2022



### Europe-wide average plant-based milk spend per country per capita (in euros), 2022



## Closing remarks

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“The plant-based food retail market in Europe has seen significant growth in recent years, driven by better plant-based products being brought to market. This is encouraging as the world works to address the many problems caused by industrial animal agriculture. However, to sustain this growth, companies must continue investing in product innovation to develop plant-based products that meet consumer expectations when it comes to the key drivers of taste, price, and convenience. The Good Food Institute’s [Advancing Solutions for Alternative Proteins database](#) is a great source to better understand key innovation priorities.”

*Carlotte Lucas, Senior Corporate Engagement Manager at the Good Food Institute Europe*



## About the data

To size the Romanian retail market for plant-based foods, GFI Europe commissioned retail sales data from market research firm NielsenIQ. Analysis in this report is based on data reported by NielsenIQ for the total plant-based category for the 52-week, 104-week, and 156-week periods ending 31 December 2022, for the Romania market, according to GFI Europe product hierarchy. Therefore the data presented in this report may not align with standard NielsenIQ categories. Copyright © 2022, Nielsen Consumer, LLC.

## About the Good Food Institute Europe

[The Good Food Institute Europe](#) is an international NGO helping to build a more sustainable, secure and just food system by transforming meat production.

We work with scientists, businesses and policymakers to advance plant-based and cultivated meat – making them delicious, affordable and accessible across Europe.

By making meat from plants and cultivating it from cells, we can reduce the environmental impact of our food system and feed more people with fewer resources. GFI Europe is powered by philanthropy.

## Contact

### **Charlotte Lucas**

Senior Corporate Engagement Manager, GFI Europe

[carlottel@gfi.org](mailto:carlottel@gfi.org)