



## ANALYSIS OF CHEESE CONSUMPTION IN ROMANIA

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**Abstract:** The demand for cheese is constantly growing, with the average annual consumption of cheese locally estimated at around 10.4 kilograms per capita. Salted cheese remains the leader in consumer preferences, but hard cheeses such as Parmesan, Grana and Gouda have increased considerably in daily consumption preferences, along with mozzarella and burrata, specialties that have become part of frequent consumption.

### • Introduction

The local cheese market is constantly developing, with producers relying on traditional Romanian recipes and production techniques from countries such as Italy, Switzerland, Spain or France. In the context where cheese consumption in Romania is below the European average, producers say there is room for growth.

The Romanian cheese market has significant growth potential, given the growing interest in local and authentic products.

### • Material and method

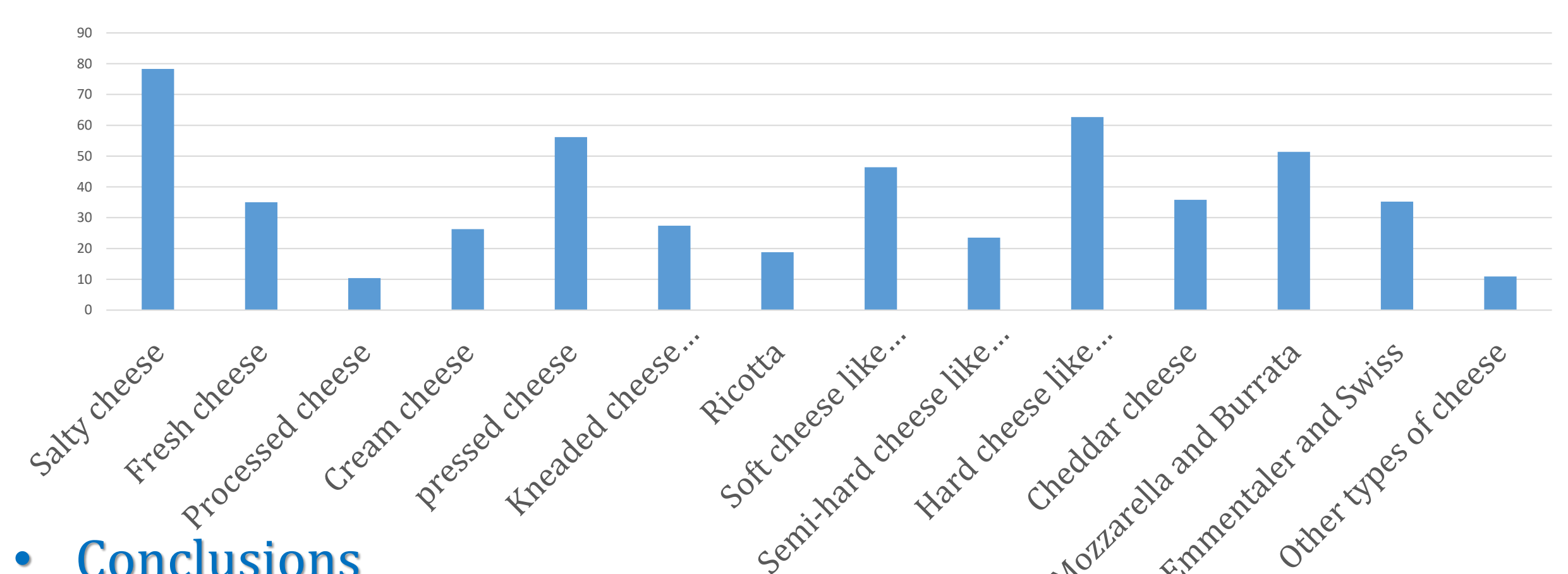
The research method used in the study is the statistical processing and economic analysis of official statistical data such as INS, MADR but also websites, specialized magazines. Based on these data, comparative analyses of production, consumption and consumer preferences in the cheese sector were carried out at the national level.

### • Results and discussions

Evolution of the average monthly consumption of cheese in Romania, during the period 2010-2023 (kg/person)

Specification	2010	2015	2020	2021	2022	2023
Cheese and cream (kg)	1,299	1,287	1,572	1,627	1,603	1,592
Cow cheese (salty cheese)	0.408	0.447	0.443	0,462	0,459	0,456
Sheep cheese	0.228	0.232	0.257	0,263	0,246	0,237
Fresh cow cheese	0.285	0.275	0.31	0,305	0,302	0,301
Cheese	0,095	0,116	0,163	0,175	0,176	0,177

Consumer preferences regarding cheese



### Cheese production

Nr crt	Denumire produs	2021	2022	2023	2024
1	Cheese (including curd)	98822	102793	103867	109655
2	- from cow's milk	91433	95612	96327	101729
3	Processed cheese	10321	10804	11014	11784

Dairy product production recorded an increase in all components. For cheese, the total production in 2024 was 82,222 tons, 5.75% higher than that recorded in the period from January 1 to September 30, 2023, of which 75,656 tons came from cow's milk.

An upward trend is shown by the consumption of both cow's milk and sheep's milk cheese. The most consumed are cow's salty cheese and fresh cow's cheese.

During the period 2010-2023, the consumption of cow's cheese (salty cheese) fluctuated from 0.408 kg/person in 2010 to 0.456 kg/person in 2023, being 8.6% higher than the minimum of the period. Also, the consumption of fresh cow's cheese increased during the analyzed period from 0.285 kg/person in 2010 to 0.301 kg/person in 2023.

### • Conclusions

During the period 2010-2023, an inhabitant consumed an average of 253.06 liters of milk and dairy products (in milk equivalent 3.5% fat - excluding butter). People's orientation towards a healthy diet, as well as increasing incomes, led to an increase in the consumption of milk and dairy products, so that in 2023 a consumption of 263.3 liters/inhabitant is recorded, which represents an increase of 7.82% compared to the reference year 2010. The dairy market has recorded fluctuations in consumption and sales volumes over the last year, under the impact of inflation, which led to a slight decrease compared to last year. Currently, we see a recovery in consumption, and the milk market tends to reach stability.

To protect the dairy sector during periods of major market disruptions, a series of mechanisms are used. Market intervention, in particular, provides a safety net in the event of a serious market imbalance, in the form of public intervention and aid for private storage. This aid supports part of the storage costs while products are temporarily withdrawn from the market.