

ASPECTS REGARDING THE BAKERY MARKET DIMENSIONS IN IAȘI COUNTY

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Abstract

(generated mainly by adverse climatic conditions in some major producing countries or poor strategies adopted) and by the inputs from the production process. Analysis of national consumption value shows the significant difference between European media and official reports and also the mismatch between the official reports and the facts- caused by the 'black market' which has a very high share in bakery domestic market. Demand for bakery in general and for bread particularly being inelastic, production companies must move towards diversification of the range and the quality increase while focusing on the potential benefits to health consumers.

The paper analyzes the global, national and local bakery products market by focusing on providing consumer needs of the population and highlights the importance of the production in terms of economic results in a comparative study of firms PANIFCOM, COMPAN and AFER- companies representative for the field in the county. It is highlighted the direct correlation between the implementation of strategies based on marketing mix (with emphasis on product quality, promoting efficiency and distribution intensity) and market shares that the companies own, affecting the turnover and respectively the profits achieved.

Key words: bakery products, food security, market share, marketing mix

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