

Abstract

The unstable economic environment has prompted businesses to adopt security measures or to reconfigure certain courses of action, marketing policies being affected by some fundamental changes in terms of increased efficiency and competitive pressure in order to adapt to the transformation in consumer behavior related to the goods carried. The economic crisis drew attention to the micro and macroeconomic indicators that behave differently depending on the social, political and financial context. Monitoring continuously the harmonized indices of consumer prices, investigating the consumption trend and the structure of consumption basket and analyzing the imports and exports evolution it is possible to understand market situation and to forecast as accurately as possible future evolutions. The demand for bakery products is relatively inelastic and accordingly, manufacturing companies strategies aimed at diversification of the range and quality growth while focusing on the potential benefits to the consumer health. This paper aims to develop an diagnosis for quantitative and qualitative elements of bakery business at national level as response to the economic changes that have occurred and to highlight their reflection in the economic results obtained.

Key words: bakery market, economic crisis, Harmonized index of consumer prices, turnover