



Food consumption trends in Romania

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Balanced food consumption requires a satisfactory income. The analysis of the farm food networks cannot be carried out without the thorough study of food consumption. Under market internationalisation conditions, consumers turn towards those products that distinguish themselves through their quality. Many Romanians have become more and more aware of what they eat and choose natural, ecological foods often, although their price is higher. In the past years, numerous cases of diseases caused by unhealthy food products have been reported in Romania. One of the major issues in the food sector is to reduce costs and product prices. Fast food products represent another trend in the Romanian food consumption, as consumers have very little time to prepare food at home.