

THE EUROPEAN FOOD MARKET – INCREASED CONSUMER PREFERENCE TOWARDS CONVENIENCE AND HEALTHY FOOD

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We suggest you to cite this article as:

Bumbac, R. 2019. The European food market – increased consumer preference towards convenience and healthy food. *Junior Scientific Researcher*, Vol V, No. 2, pp. 53-61.

Abstract

Food is considered one of the welfare indicators that reflects in a very simple and efficient manner the human condition. Food consumption is shaped by a multitude of factors among which the most important are income level, lifestyle, knowledge, demographic changes, food habits and traditions. Considering the income growth in recent years in Eastern Europe this allowed the population from this region to reduce the gap in terms of expenditure on food compared to Western Europe. In order to identify main changes and trends in terms of consumer preferences on the European food market, a secondary data analysis was accomplished. An important increase was observed towards health and wellness food but with a lower rate compared to convenience food which seems to be the fast growing sector also in the coming years. Healthy eating behavior should be further encouraged also by integrating it with convenience food.

Keywords: *food trends, food consumption, food market size, healthy food, convenience food.*

JEL Classification: *L66, M10.*