



**ROMANIA**  
Europe Region

## COUNTRY STATS

### POPULATION (2023):

**19.053 million (Urbanization 54.19%)**

### POPULATION (2050):

**17.3 million (Urbanization 65%)**

### GDP (2023):

**\$350.41 billion**

**AVG. ECONOMIC GROWTH (2022): 4.83%**

### PER CAPITA INCOME (2023):

**\$18,391**

## MARKET SNAPSHOT: ROMANIA

Romania is the largest Southeast European country, the 6th most populous European Union (EU) member state and the 7th-largest agricultural producer in the EU. Romania harvests more than 30 million tons of grain annually, with maize and sunflower crops ranking the largest in the EU. The feed and livestock sectors have gone through a rapid evolution in the past decade, propelled by grain availability, increasing demand for animal products and new investments in processing facilities. These factors, combined with strategic access to the Constanta Port, make Romania the main soybean and meal importer and consumer in the Southeast Europe subregion.

U.S. Soy has collaborated in Romania since 2000.

## MARKET STATS

Soy Usage by Sector 2022 (est. growth by 2035/40)

Animal Protein (total)	687,950 MT	Aquaculture	300 MT (40%)
Pork	240,100 MT (60%)	Oil	120,000 MT (20%)
Poultry	440,500 MT (50%)	Soy food	200 MT (100%)
Cattle & Sheep	7,350 MT (30%)	Other (e.g. Pet Food)	300 MT (40%)

MT=metric tons

## SOY MARKET SIZE MY 2022/23

Product	Total Volume	U.S. Soy Volume	U.S. Soy % Share
Soy Complex (whole soybean, meal, oil)	806.452 MMT	75.403 MMT	9.34%
Whole Bean	251.073 MMT	26.108 MMT	10.39%
Soybean Meal	554.862 MMT	49.295 MMT	10.39%
Soybean oil	N/A	N/A	N/A

MMT=million metric tons

## STRENGTHS

- Research conducted at reputable EU universities comparing soybeans of different origins helped Southeast European customers understand that U.S. Soy provides the nutritional bundle needed to optimize animal nutrition and profitability.
- The regional Soy Innovation Center actively promotes exceptional composition as a key element of the U.S. Soy advantage and is constantly supporting end-users in capturing the value of U.S. Soy and helping manufacturers innovate in the field of soy ingredients.
- Increasing animal production in Romania, while the EU's agricultural practices and animal production are under environmental scrutiny, creates more demand for sustainable soy and for U.S. Soy Sustainability Assurance Protocol shipments for the feed and oil industries.
- As part of the EU, Romania enjoys the benefits of duty-free concession and trade agreements between the U.S. and the EU.

## OPPORTUNITIES

- Average meat consumption per capita is 37.8 kg (83 lbs.) pork, 28 kg (62 lbs.) poultry and 8.3 kg (18 lbs.) beef and sheep, still lower than average EU meat consumption. Predicted income growth and urbanization are projected to positively impact growth of meat consumption in Romania during this decade.
- The poultry sector is one of Romania's most dynamic agricultural industries in terms of growth, performance indicators and export markets.
- The soybean market benefits from stagnating production of EU rapeseed because of neonicotinoid bans, with soybean meal replacing rapeseed meal in animal feed.
- Romania adhered to the European Feed Manufacturers' Federation Feed Sustainability Charter, promoting responsible sourcing practices and climate-neutral livestock production through feed.
- There is increasing awareness of the carbon footprint for feed ingredients as required by the EU's commitments to carbon peak/neutrality.

## CHALLENGES

- A long-term, continuous education process is needed for the young generation of commercial nutritionists, scientists, quality control specialists and purchasing managers, to equip them with the right knowledge and skills to understand soy differentiation and the true value of amino acids and metabolizable energy.
- The spread of transboundary animal diseases such African Swine Fever and avian influenza continues to threaten protein security and limit pork and poultry production and trade.
- Grain export and soy import disruptions because of ongoing military conflicts in the Black Sea area might impede market access and impact supply, availability and prices of raw materials, including U.S. Soy, for the Southeast European feed industry.

### Sources:

- OECD
- USDA FAS
- Statista

