
BAKERY MARKET ANALYSIS

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Abstract

In this paper it will be analyzed the demand, the supply and the foreign trade for the main cereals. Moreover, it will be realized a bibliometric analysis in order to determine the scientific interest regarding the bakery products market.

Keywords: *cereals, demand, supply, foreign trade, bidimensional analysis*

I. Review of scientific literature

Quantitative analysis of scientific documents found in the Scopus database - Bibliometric analysis performed in VOSviewer

In this chapter, a bibliometric analysis was performed in the field of bakery products market. Thus, 101 documents from the Scopus database were analyzed. The figure below shows the analysis of the collaboration relations between the states.

Analysis of the collaboration relations between states

Fig.1



Own conceptualization based on data from Scopus

The analysis was performed for 7 states. It is noted that there is no collaborative relationship between the states in terms of scientific research for the pastry and cereals market. However, the Russian Federation has 10 documents published in this field and is followed by Romania with 9 documents, Croatia with 8 documents and others. The figure below shows the analysis of the keywords used by the authors.

Keyword analysis

Fig.2



Own conceptualization based on data from Scopus

The most commonly used word is pastry with 24 appearances, followed by bread with 8 appearances and pastry with 5 appearances.

II. Research methodology

In the first part of the paper, a bibliometric analysis was performed to determine the scientific interest in the pastry and cereals market. In the next chapter, a statistical analysis was made of the main indicators that characterize the demand, supply and foreign trade on the aforementioned market.

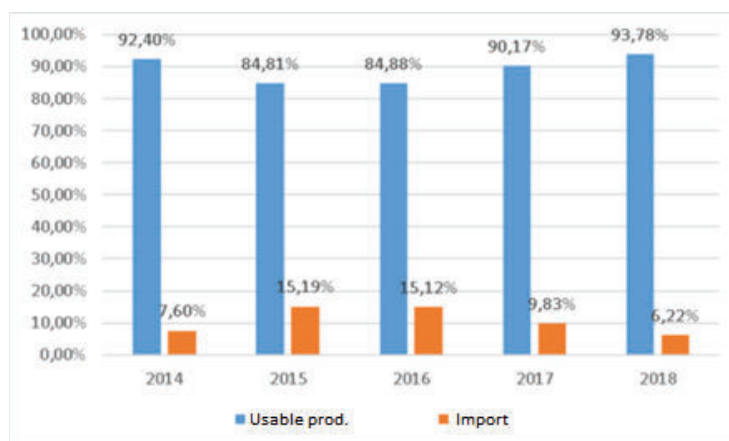
III. Results and discussions

3.1 Statistical analysis of the supply of pastry and cereals on the market

The figure below shows the dynamics of the structure of total grain resources.

Dynamics of the structure of total cereal resources

Fig.3.1.1

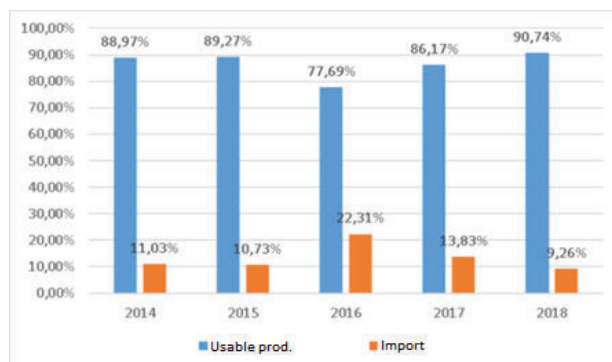


Source Food Balances, INS, 2015-2018

The self-sufficiency rate for cereals is about 90%, and imports vary in the analyzed period between 6-15%. The trend of usable production is upward, and that of imports is oscillating with decreasing trends in the period 2016-2018. The figure below shows the dynamics of the structure of total wheat and rye resources.

Dynamics of the structure of total wheat and rye resources

Fig.3.1.2

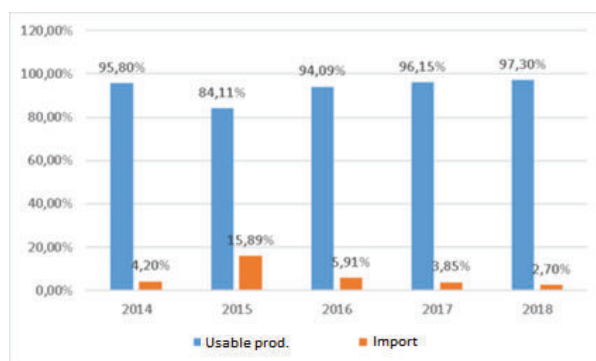


Source Food Balances, INS, 2015-2018

The same trend is maintained as in the case of cereals. The highest share of usable production was recorded in 2018, and the highest value of imports was recorded in 2016. Next, the evolution of the structure of total corn resources is presented.

Dynamics of the structure of total corn resources

Fig.3.1.3



Source Food Balances, INS, 2015-2018

Usable maize production increased by about 2 p.p during the period under review, and imports decreased by the same amount.

3.2 Statistical analysis of market demand for bakery products and cereals

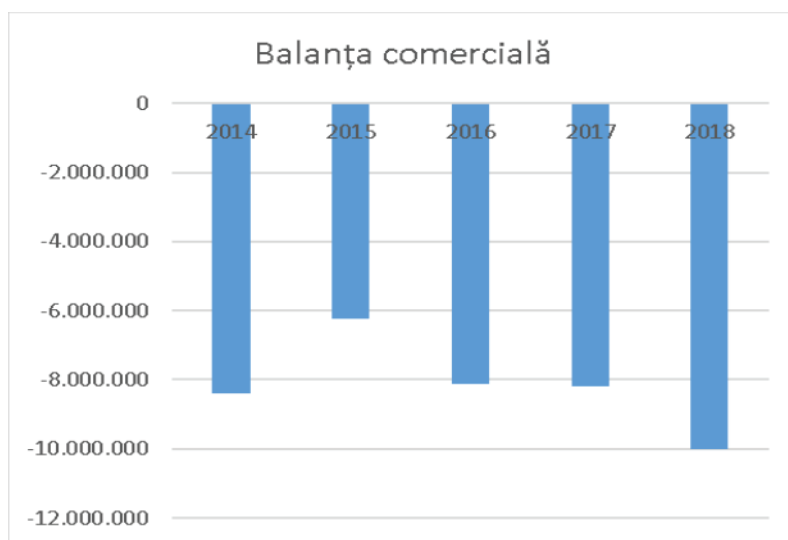
33% of consumers want to buy puff pastry dough, 22% others, 18% pie sheets, 17% pie, 6% puff pastry and 4% croissant. Also, according to the roaliment.ro website, the annual bread consumption in Romania is 82 kilograms / inhabitant, above the European average which is 78 kilograms / inhabitant.

3.3 Statistical analysis of foreign trade in the bakery and cereals market

The figure below shows the evolution of the trade balance for cereals.

Evolution of the trade balance for cereals

Fig.3.3.1

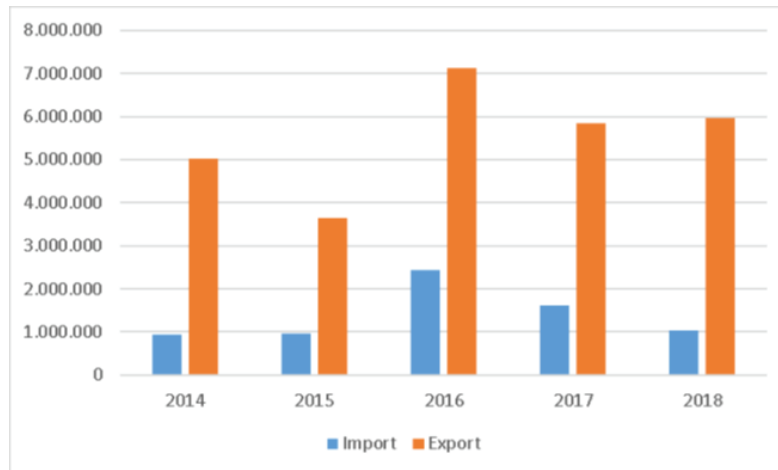


Source Food Balances, INS, 2015-2018

The trade balance for cereals remains negative throughout the period under review. In 2018, the trade balance for cereals was -10 million tons. The evolution of imports and exports for wheat and rye is shown below.

Evolution of imports and exports for wheat and rye

Fig.3.3.2

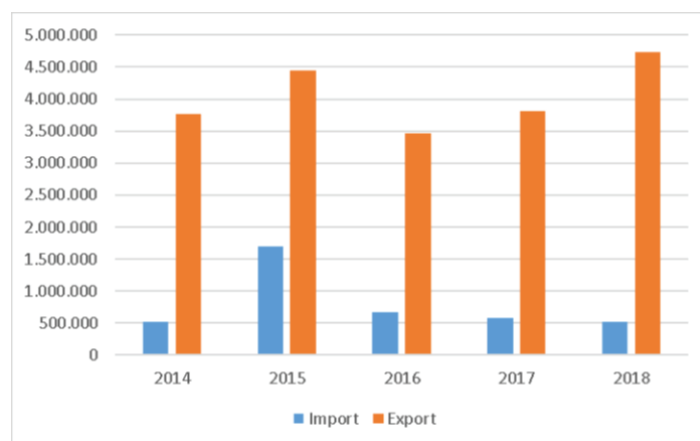


Source Food Balances, INS, 2015-2018

The import registered an oscillating trend, the highest value being registered in 2016, approximately 7,000,000 tons. Wheat and rye exports increased in 2014-2018 by 1,000,000 tons. Thus, the trade balance remains negative. The graph below shows the dynamics of imports and exports for maize.

Evolution of imports and exports for maize

Fig.3.3.2



Source Food Balances, INS, 2015-2018

Imports remained relatively constant in 2018 compared to 2014. Exports increased by about 1,000,000 tons of corn. The trade balance is negative in all the years analyzed.

Conclusions

In this paper, the market of bakery products and cereals was analyzed. Thus, the domestic cereal production registered an upward trend in the analyzed period, the situation being the same in the case of exports.

References

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