

Bottled Water in Romania

Market Direction | 2022-12-22 | 32 pages | Euromonitor

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Report description:

The rising interest in health and wellness has contributed to another year of positive off-trade volume growth for bottled water, despite the decreasing purchase power among the population. More than half of Romanians believe tap water is unsafe to drink and prefer to rely on bottled water. Furthermore, the high resources of mineral water in the country, and the availability of these products across retailers, at affordable prices have made products such as still mineral bottled water an ideal...

Euromonitor International's Bottled Water in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Bottled Water market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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