

Coffee in Romania

Market Direction | 2022-12-21 | 24 pages | Euromonitor

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Report description:

The significant retail value growth in coffee is driven by the increase in unit prices, with retail volume showing flat growth. The price hikes are due to the increasing costs of raw coffee beans in the production regions across the world, along with skyrocketing costs of energy, manufacturing, transportation, and logistics. Within this environment consumers are also showing price-sensitivity due to economic uncertainty, thus the downwards pressure on volume consumption. That said, many professi...

Euromonitor International's Coffee 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 or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Fresh Coffee, Instant Coffee.

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

Why buy this report?

- * Get a detailed picture of the Coffee 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising unit prices create strong value growth, while volume remains flat with room to rise

Local family-run business Turado capitalises on evolving coffee culture in Romania

Jacobs Douwe Egberts maintains its lead while private label is on the rise

PROSPECTS AND OPPORTUNITIES

Ongoing dynamics will be based on the evolving coffee culture

Fresh coffee pods and beans will remain robust, as mature subcategory of traditional ground coffee will remain steady

Expansion in modern retail will help to support sales

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