

## **Concentrates in Romania**

Market Direction | 2022-12-22 | 31 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

In 2022, concentrates saw a steady performance in off-trade volume growth, following the same trend of slow growth seen over the review period. While unit prices increased due to inflation, concentrates somewhat benefited from being a cheaper alternative to other soft drinks. In line with consumers rising interest in health and wellness, sport-centric concentrates, such as Isostar and Sponser, grew in popularity in 2022. ?

Euromonitor International's Concentrates 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: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- \* Get a detailed picture of the Concentrates 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Concentrates in Romania  
Euromonitor International  
December 2022

### List Of Contents And Tables

#### CONCENTRATES IN ROMANIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

The unhealthy image of concentrates dampens sales in 2022

Players that highlight their natural ingredients drive sales

Local players continue to perform well within concentrates

##### PROSPECTS AND OPPORTUNITIES

?The interest in health and wellbeing shapes the landscape?

?Other soft drinks challenge sales of concentrates across the coming years?

Private labels players gain ground and become more relevant

##### CATEGORY DATA

##### Concentrates Conversions

Summary 1 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 Off-trade Sales of Concentrates (RTD) by Category: Volume 2017-2022

Table 2 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2017-2022

Table 3 Off-trade Sales of Concentrates by Category: Value 2017-2022

Table 4 Off-trade Sales of Concentrates by Category: % Value Growth 2017-2022

Table 5 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2019-2022

Table 6 NBO Company Shares of Off-trade Concentrates: % Value 2018-2022

Table 7 LBN Brand Shares of Off-trade Concentrates: % Value 2019-2022

Table 8 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2018-2022

Table 9 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2022

Table 10 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2018-2022

Table 11 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2022

Table 12 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2022-2027

Table 13 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2022-2027

Table 14 □Forecast Off-trade Sales of Concentrates by Category: Value 2022-2027

Table 15 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2022-2027

#### SOFT DRINKS IN ROMANIA

##### EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

##### MARKET DATA

Table 16 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 19	Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022
Table 20	Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021
Table 21	Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021
Table 22	Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021
Table 23	Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021
Table 24	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022
Table 25	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
Table 26	Off-trade Sales of Soft Drinks by Category: Value 2017-2022
Table 27	Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
Table 28	Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022
Table 29	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022
Table 30	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022
Table 31	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 32	NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 33	LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 34	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022
Table 35	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022
Table 36	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 37	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 38	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 39	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 40	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 41	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 42	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 43	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 44	Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 45	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027
Table 46	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027
Table 47	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

## APPENDIX

Fountain sales in Romania

DISCLAIMER

SOURCES

Summary 2 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Concentrates in Romania

Market Direction | 2022-12-22 | 31 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2026-02-19
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com