

Energy Drinks in Romania

Market Direction | 2022-12-22 | 30 pages | Euromonitor

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Report description:

Following the years of restrictions during COVID-19, consumers are leading more active lives during 2022. This has, in turn, led to a rise in demand for energy drinks. The growth was especially evident in the on-trade sector, where the decline in sales was very steep during the COVID-19 years. In addition, the rising cocktail culture has positively impacted the evolution of energy drinks, with many consumers using the product to mix with various alcoholic drinks.

Euromonitor International's Energy Drinks 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: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- * Get a detailed picture of the Energy Drinks 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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