

## **Other Hot Drinks in Romania**

Market Direction | 2022-12-21 | 22 pages | Euromonitor

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### **Report description:**

Other hot drinks is in retail volume declines in 2022, with the stronger value growth driven solely by the rise in unit prices (as seen in both coffee and tea). However, other hot drinks has been more affected by the return to out-of-home lifestyles following the lifting of pandemic restrictions in March. Indeed, other hot drinks is very much targeted to at-home consumption, thus the return to work, education and foodservice has resulted in fewer at-home consumption occasions. Generally, other h...

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

Product coverage: Flavoured Powder Drinks, Other Plant-based Hot 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 Other Hot 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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##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Fewer at-home consumption occasions as society reopens means reduced sales for other hot drinks

Nesquik remains the top choice in chocolate-based flavoured powder drinks

Other plant-based hot drinks appeals to adults due to health and wellness trends

##### PROSPECTS AND OPPORTUNITIES

Relatively small size of category means good scope for future growth

Health and wellness trends and dedicated retail areas will drive growth in other plant-based hot drinks

Chocolate-based flavoured powder drinks will maintain its volume size, although faces competitive disadvantages

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