

RTD Coffee in Romania

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Report description:

An increasing amount of Romanian consumers are keen to try new, innovative and modern soft drink products. This is reflected in the strong performance of RTD coffee in 2022, with off-trade volume and off-trade value growth both improved compared to 2021. The category was also helped by the increased mobility among the population, with COVID-19 restrictions having been removed, allowing for on-the-go consumption. In addition, consumers are once again travelling, and therefore, they are demanding...

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

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

Why buy this report?

- * Get a detailed picture of the RTD 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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The increasing coffee culture boosts off-trade sales of RTD coffee

Emerging hybrid products and niche offerings drive off-trade volume sales

Growing availability of RTD coffee across Romania is a crucial support for sales growth

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