

Soft Drinks in Romania

Market Direction | 2022-12-22 | 87 pages | Euromonitor

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Report description:

In 2022, soft drinks continued to register a recovery in on-trade volume sales, after a fall in sales was noted during the outbreak of COVID-19. However, volume growth was dampened by rising energy prices, challenging manufacturers and consumers, with price sensitivity increasing amid inflation. In addition, the scheduling of the FIFA World Cup in November, rather than summer, failed to bring the usual boost to soft drinks sales. Despite this, soft drinks continued to grow, with on-trade registe...

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft 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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Euromonitor International
December 2022

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PROSPECTS AND OPPORTUNITIES

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