

Hot Drinks in Romania

Market Direction | 2022-12-21 | 36 pages | Euromonitor

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Report description:

The performance of hot drinks in Romania in 2022 is being driven by two main factors - skyrocketing inflation, and the reopening of society since the lifting of pandemic restrictions in March. This has resulted in high value growth, driven by increased unit costs, but sluggish-to-declining volume growth.

Euromonitor International's 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: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- * Get a detailed picture of the 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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Local family-run business Turado capitalises on evolving coffee culture in Romania

Jacobs Douwe Egberts maintains its lead while private label is on the rise

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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

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