

Bottled Water in Romania

Market Direction | 2023-12-18 | 30 pages | Euromonitor

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Report description:

In 2023, the main drivers of growth for the bottled water landscape were consumers' reluctance to drink tap water and the tradition of mineral water in the country. Nevertheless, the declining purchasing power in 2023 was reflected in a slowdown of volume sales, while rising price points drove a double-digit value increase.

Euromonitor International's Bottled Water 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

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

Why buy this report?

- * Get a detailed picture of the Bottled Water 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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BOTTLED WATER IN ROMANIA

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Decelerating growth for bottled water as prices increase and consumers trade down

Ongoing diversification in packaging as on-the-go consumption increases

Functional and flavoured water drive growth as consumer interest in novelties rises

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