

Coffee in Romania

Market Direction | 2023-12-20 | 23 pages | Euromonitor

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Report description:

Coffee registered a retail volume decline in 2023, with retail value sales growth being the result of rising unit prices, high inflation and increasing costs for energy, transport and logistics. In addition, the price of the raw coffee bean grew, unfavourably impacted by weather in the production regions.

Euromonitor International's 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 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Fresh Coffee, Instant Coffee.

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

Why buy this report?

- * Get a detailed picture of the 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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COFFEE IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume decline driven by rising unit prices and the return to the office

Use of espresso and coffee pod machines rise, leading to new brand launches

International players lead as local brands expand their presence

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?Retail volume growth driven by the rising availability of affordable options

Fresh ground coffee pods drive growth as machine ownership increases

The expansion of modern grocery retailers increases the variety of coffee available

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