

Energy Drinks in Romania

Market Direction | 2023-12-18 | 28 pages | Euromonitor

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Report description:

As interest in more active lifestyle grows, and the lifting of COVID-19 restrictions has increased movement, energy drinks has seen a positive performance in 2023. Aggressive promotion, both offline and online, is also contributing positively to the evolution of the category, raising awareness and appealing to consumers through more affordable price points. Despite this, rising inflation has slowed down the volume sales, as Romanians saw their purchasing power decline. While energy drinks are tr...

Euromonitor International's Energy 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 (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: Reduced Sugar Energy Drinks, Regular Energy 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 Energy 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.

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Euromonitor International
December 2023

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Players focus on limited edition launches to stand out and attract consumers

Hell Energy becomes increasingly active while retaining the leading position

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