

## **Other Hot Drinks in Romania**

Market Direction | 2023-12-20 | 21 pages | Euromonitor

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### **Report description:**

The growth of other hot drinks in 2023 resulted from consumption changes noted during COVID-19, when working from home and studying from home became the norm. During this time, chocolate-based flavoured powder drinks, targeting children, saw an increase in consumption, while other plant-based hot drinks attracted adults, promoted as offering health benefits. Due to growth from a low base, other-plant-based hot drinks have seen double-digit value sales in 2023, being the best performing category,...

Euromonitor International's Other 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 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: Flavoured Powder Drinks, Other Plant-based Hot 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 Other 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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Other plant-based hot drinks drive growth as consumers look for healthier options

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