

Bottled Water in Romania

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

List Of Contents And Tables

BOTTLED WATER IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

Players focus on specific, sophisticated products within bottled water

Local players aim to become a regional force over the forecast period

E-commerce will become more relevant as a convenient way to bulk order bottled water

CATEGORY DATA

Table 1 Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 2 Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 3 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 4 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 9 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 10 □Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 11 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 12 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

SOFT DRINKS IN ROMANIA

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 23 □Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 24 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 25 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 26 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 27 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 28 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 29 □NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 30 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 31 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 32 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 33 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 34 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 35 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 36 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 37 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 38 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 39 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 40 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 41 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 42 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 43 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 44 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Romania

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Bottled Water in Romania

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-13
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com