

Carbonates in Romania

Market Direction | 2023-12-18 | 32 pages | Euromonitor

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Report description:

Carrying the stigma of being unhealthy, off-trade sales of carbonates continued to decline in 2023. However, the on-trade channel has continued to record a positive performance, recovering from the impact of COVID-19, with consumers enjoying their freedom of movement and returning to foodservice environments.

Euromonitor International's Carbonates 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: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- * Get a detailed picture of the Carbonates 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:

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List Of Contents And Tables

CARBONATES IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining performance as interest in health and wellness rises

Players focus on flavour innovations to attract new consumers to carbonates

Brand owners focus on appealing to Generation Z consumers

PROSPECTS AND OPPORTUNITIES

Decreasing popularity for carbonates as consumers migrate to healthier options

Carbonates players focus on eco-friendly initiatives across the forecast period

Good prospects for reduced sugar carbonates as cheaper prices drive sales

CATEGORY DATA

Table 1 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 2 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 3 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 4 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 5 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 6 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 7 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 8 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 9 Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

Table 10 □Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023

Table 11 □NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 12 □LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 13 □NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 14 □LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 15 □Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 16 □Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 17 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 18 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 19 □Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028

Table 20 □Forecast Total Sales of Carbonates by Fountain On-trade: % Volume 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 21 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 22 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 23 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 24 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 25 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 26 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 27 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 28 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 29 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 30 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 31 □Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 32 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 33 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 34 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 35 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 36 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 37 □NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 38 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 39 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 40 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 41 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 42 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 43 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 44 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 45 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 46 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 47 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 48 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 49 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 50 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 51 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 52 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Romania

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SOURCES

Summary 1 Research Sources

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