

RTD Coffee in Romania

Market Direction | 2023-12-18 | 27 pages | Euromonitor

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Report description:

Coffee consumption has been soaring in Romania, with a strong performance both in the online and the offline. In the context of a growing coffee culture in the country, RTD coffee registered another year of strong volume growth. The performance is also attributed to the landscape's infancy, with solid room for innovation and growth. Rising on-the-go consumption and employees going to offices again have contributed to RTD coffee's positive performance. Flavoured RTD coffees have been performing w...

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

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

Why buy this report?

- * Get a detailed picture of the RTD 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.

Table of Contents:

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List Of Contents And Tables

RTD COFFEE IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

High appetite for RTD coffee driven by novelty and on-the-go consumption

Competition intensifies with international players and private label expanding

Emerging hybrid products and niche offerings drive off-trade volume sales

PROSPECTS AND OPPORTUNITIES

Double-digit volume growth, driven by premiumisation and niche offerings

Improving distribution is key for the expansion of RTD coffee

Strong potential for further development of private label RTD coffee

CATEGORY DATA

Table 1 Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 2 Off-trade Sales of RTD Coffee: Value 2018-2023

Table 3 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 4 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 9 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 10 □Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 11 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 12 □Forecast Off-trade Sales of RTD Coffee: % 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

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SOURCES

Summary 1 Research Sources

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