

## **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.

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RTD COFFEE IN ROMANIA

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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

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