

## **Carbonates in Romania**

Market Direction | 2024-11-19 | 32 pages | Euromonitor

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### **Report description:**

Carbonates continues to face challenges, with a decline in volume sales as more Romanians turn to healthier beverage alternatives. Carbonates have been among the most affected soft drinks categories, hit by inflation and low consumer confidence. This category also experienced additional pressures from a VAT increase in 2023 (from 9% to 19%) and the introduction of a new excise tax on sugary drinks, which added 40 RON/hl for beverages with 5-8g sugar/100 ml and 60 RON for those with over 8g of su...

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 (2019-2023), 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 2028 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.

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Euromonitor International  
November 2024

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