

Concentrates in Romania

Market Direction | 2024-11-19 | 29 pages | Euromonitor

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Report description:

Despite being widely perceived as an outdated product category, concentrates have managed to achieve positive growth in volume terms in 2024. This resilience is largely due to certain niche products, particularly those designed for sports enthusiasts, which have driven demand and supported the category's performance. Liquid concentrates, in particular, have performed well, boosted by strong consumer interest in traditional and herbal syrups that are often viewed as health-enhancing. Many pharmac...

Euromonitor International's Concentrates 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: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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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Euromonitor International
November 2024

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