

Soft Drinks in Romania

Market Direction | 2024-11-19 | 82 pages | Euromonitor

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Report description:

Although inflation slowed in 2024, the purchasing power of Romanian consumers remained low due to the inflation-wage gap from 2023. This was reflected in a negative volume performance for soft drinks. Changes in taxation were a significant factor affecting the market, with the VAT rate increasing from 9% to 19% in 2023 and an additional excise tax on drinks with high sugar content coming into effect. As a result, positive performance was particularly evident in categories unaffected by the sugar...

Euromonitor International's Soft Drinks 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- * Get a detailed picture of the Soft Drinks 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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Table of Contents:

Soft Drinks in Romania
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List Of Contents And Tables

SOFT DRINKS IN ROMANIA

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024

Table 10 ☐Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024

Table 11 ☐Off-trade Sales of Soft Drinks by Category: Value 2019-2024

Table 12 ☐Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024

Table 13 ☐Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024

Table 14 ☐Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024

Table 15 ☐NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024

Table 16 ☐LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024

Table 17 ☐NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024

Table 18 ☐LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024

Table 19 ☐NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024

Table 20 ☐LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024

Table 21 ☐NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024

Table 22 ☐LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024

Table 23 ☐Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024

Table 24 ☐Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024

Table 25 ☐Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024

Table 26 ☐Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024

Table 27 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029

Table 28 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

Table 29 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 30 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 31 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

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Table 32 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029

Table 33 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 34 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 35 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Table 36 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

APPENDIX

Fountain sales in Romania

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

More challenges for carbonates in Romania

Tonic water/mixers/other bitters lead growth

Innovation as a differentiator in carbonates

PROSPECTS AND OPPORTUNITIES

Portfolio adaptation and product innovation

Sustainability and eco-consciousness

Rise of reduced sugar carbonates

CATEGORY DATA

Table 37 Off-trade vs On-trade Sales of Carbonates: Volume 2019-2024

Table 38 Off-trade vs On-trade Sales of Carbonates: Value 2019-2024

Table 39 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2019-2024

Table 40 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2019-2024

Table 41 Off-trade Sales of Carbonates by Category: Volume 2019-2024

Table 42 Off-trade Sales of Carbonates by Category: Value 2019-2024

Table 43 Off-trade Sales of Carbonates by Category: % Volume Growth 2019-2024

Table 44 Off-trade Sales of Carbonates by Category: % Value Growth 2019-2024

Table 45 Total Sales of Carbonates by Fountain On-trade: Volume 2019-2024

Table 46 □Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2019-2024

Table 47 □NBO Company Shares of Off-trade Carbonates: % Volume 2020-2024

Table 48 □LBN Brand Shares of Off-trade Carbonates: % Volume 2021-2024

Table 49 □NBO Company Shares of Off-trade Carbonates: % Value 2020-2024

Table 50 □LBN Brand Shares of Off-trade Carbonates: % Value 2021-2024

Table 51 □Forecast Off-trade Sales of Carbonates by Category: Volume 2024-2029

Table 52 □Forecast Off-trade Sales of Carbonates by Category: Value 2024-2029

Table 53 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2024-2029

Table 54 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2024-2029

Table 55 □Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2024-2029

Table 56 □Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2024-2029

JUICE IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Juice continues to grow despite economic challenges

Fruit mixes gain popularity as leading flavour choice

Rising interest in 100% juice among local producers

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PROSPECTS AND OPPORTUNITIES

Considerable growth potential for juice in Romania

A more diverse category

Expansion of private label and e-commerce

CATEGORY DATA

Table 57 Off-trade Sales of Juice by Category: Volume 2019-2024

Table 58 Off-trade Sales of Juice by Category: Value 2019-2024

Table 59 Off-trade Sales of Juice by Category: % Volume Growth 2019-2024

Table 60 Off-trade Sales of Juice by Category: % Value Growth 2019-2024

Table 61 NBO Company Shares of Off-trade Juice: % Volume 2020-2024

Table 62 LBN Brand Shares of Off-trade Juice: % Volume 2021-2024

Table 63 NBO Company Shares of Off-trade Juice: % Value 2020-2024

Table 64 LBN Brand Shares of Off-trade Juice: % Value 2021-2024

Table 65 Forecast Off-trade Sales of Juice by Category: Volume 2024-2029

Table 66 □Forecast Off-trade Sales of Juice by Category: Value 2024-2029

Table 67 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2024-2029

Table 68 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2024-2029

BOTTLED WATER IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health concerns drive increased bottled water purchases among Romanians

Rising competition and product diversification

Strong marketing by leading domestic brands

PROSPECTS AND OPPORTUNITIES

Positive outlook for bottled water

Expanding market diversity

Domestic brands poised to maintain dominance

CATEGORY DATA

Table 69 Off-trade Sales of Bottled Water by Category: Volume 2019-2024

Table 70 Off-trade Sales of Bottled Water by Category: Value 2019-2024

Table 71 Off-trade Sales of Bottled Water by Category: % Volume Growth 2019-2024

Table 72 Off-trade Sales of Bottled Water by Category: % Value Growth 2019-2024

Table 73 NBO Company Shares of Off-trade Bottled Water: % Volume 2020-2024

Table 74 LBN Brand Shares of Off-trade Bottled Water: % Volume 2021-2024

Table 75 NBO Company Shares of Off-trade Bottled Water: % Value 2020-2024

Table 76 LBN Brand Shares of Off-trade Bottled Water: % Value 2021-2024

Table 77 Forecast Off-trade Sales of Bottled Water by Category: Volume 2024-2029

Table 78 □Forecast Off-trade Sales of Bottled Water by Category: Value 2024-2029

Table 79 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2024-2029

Table 80 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2024-2029

SPORTS DRINKS IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

A more active consumer

Inflation casts a shade over the category

E-commerce remains dynamic

PROSPECTS AND OPPORTUNITIES

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Bright future for sports drinks
Romanians will demand more natural products
Intensifying competition

CATEGORY DATA

Table 81 Off-trade Sales of Sports Drinks: Volume 2019-2024
Table 82 Off-trade Sales of Sports Drinks: Value 2019-2024
Table 83 Off-trade Sales of Sports Drinks: % Volume Growth 2019-2024
Table 84 Off-trade Sales of Sports Drinks: % Value Growth 2019-2024
Table 85 NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2024
Table 86 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2021-2024
Table 87 NBO Company Shares of Off-trade Sports Drinks: % Value 2020-2024
Table 88 LBN Brand Shares of Off-trade Sports Drinks: % Value 2021-2024
Table 89 Forecast Off-trade Sales of Sports Drinks: Volume 2024-2029
Table 90 □Forecast Off-trade Sales of Sports Drinks: Value 2024-2029
Table 91 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2024-2029
Table 92 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2024-2029

ENERGY DRINKS IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Several challenges for energy drinks
New flavours as a differentiation tool
Hell continues to develop its infrastructure

PROSPECTS AND OPPORTUNITIES

Decelerating growth
Rising demand for reduced sugar energy drinks
Increasing online sales

CATEGORY DATA

Table 93 Off-trade Sales of Energy Drinks: Volume 2019-2024
Table 94 Off-trade Sales of Energy Drinks: Value 2019-2024
Table 95 Off-trade Sales of Energy Drinks: % Volume Growth 2019-2024
Table 96 Off-trade Sales of Energy Drinks: % Value Growth 2019-2024
Table 97 NBO Company Shares of Off-trade Energy Drinks: % Volume 2020-2024
Table 98 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2021-2024
Table 99 NBO Company Shares of Off-trade Energy Drinks: % Value 2020-2024
Table 100 LBN Brand Shares of Off-trade Energy Drinks: % Value 2021-2024
Table 101 Forecast Off-trade Sales of Energy Drinks: Volume 2024-2029
Table 102 □Forecast Off-trade Sales of Energy Drinks: Value 2024-2029
Table 103 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2024-2029
Table 104 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2024-2029

CONCENTRATES IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive performance for concentrates in 2024
Upward trend for sports-centric powder concentrates
Consumers welcome innovation

PROSPECTS AND OPPORTUNITIES

Decreasing volumes projected

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A more diversified retail landscape

Sustainability to become a more important factor

CATEGORY DATA

Concentrates Conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 105 Off-trade Sales of Concentrates (RTD) by Category: Volume 2019-2024

Table 106 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024

Table 107 Off-trade Sales of Concentrates by Category: Value 2019-2024

Table 108 Off-trade Sales of Concentrates by Category: % Value Growth 2019-2024

Table 109 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024

Table 110 NBO Company Shares of Off-trade Concentrates: % Value 2020-2024

Table 111 LBN Brand Shares of Off-trade Concentrates: % Value 2021-2024

Table 112 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024

Table 113 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024

Table 114 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024

Table 115 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024

Table 116 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029

Table 117 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029

Table 118 □Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029

Table 119 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2024-2029

RTD TEA IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

RTD tea gains popularity among consumers

Strong performance in the foodservice sector

Growing interest in flavour mixes

PROSPECTS AND OPPORTUNITIES

Health and wellness concerns present new growth opportunities

Expected diversification in flavours and packaging

Sustainability to become a central focus

CATEGORY DATA

Table 120 Off-trade Sales of RTD Tea by Category: Volume 2019-2024

Table 121 Off-trade Sales of RTD Tea by Category: Value 2019-2024

Table 122 Off-trade Sales of RTD Tea by Category: % Volume Growth 2019-2024

Table 123 Off-trade Sales of RTD Tea by Category: % Value Growth 2019-2024

Table 124 Leading Flavours for Off-trade RTD Tea: % Volume 2019-2024

Table 125 NBO Company Shares of Off-trade RTD Tea: % Volume 2020-2024

Table 126 LBN Brand Shares of Off-trade RTD Tea: % Volume 2021-2024

Table 127 NBO Company Shares of Off-trade RTD Tea: % Value 2020-2024

Table 128 LBN Brand Shares of Off-trade RTD Tea: % Value 2021-2024

Table 129 □Forecast Off-trade Sales of RTD Tea by Category: Volume 2024-2029

Table 130 □Forecast Off-trade Sales of RTD Tea by Category: Value 2024-2029

Table 131 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2024-2029

Table 132 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2024-2029

RTD COFFEE IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

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Strong volume and value performance in 2024

Rising prices for RTD coffee products

Intensifying competition

PROSPECTS AND OPPORTUNITIES

Promising outlook for RTD coffee

Innovation and retail channel expansion

Sustainability trends in RTD coffee

CATEGORY DATA

Table 133 Off-trade Sales of RTD Coffee: Volume 2019-2024

Table 134 Off-trade Sales of RTD Coffee: Value 2019-2024

Table 135 Off-trade Sales of RTD Coffee: % Volume Growth 2019-2024

Table 136 Off-trade Sales of RTD Coffee: % Value Growth 2019-2024

Table 137 NBO Company Shares of Off-trade RTD Coffee: % Volume 2020-2024

Table 138 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2021-2024

Table 139 NBO Company Shares of Off-trade RTD Coffee: % Value 2020-2024

Table 140 LBN Brand Shares of Off-trade RTD Coffee: % Value 2021-2024

Table 141 Forecast Off-trade Sales of RTD Coffee: Volume 2024-2029

Table 142 □Forecast Off-trade Sales of RTD Coffee: Value 2024-2029

Table 143 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2024-2029

Table 144 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2024-2029

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