

Tea in Romania

Market Direction | 2024-11-25 | 22 pages | Euromonitor

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Report description:

The high cost of living and the lifting of COVID-19 restrictions contributed to a decline in tea consumption in 2024. Tea failed to establish itself as a staple beverage for health or pleasure among the mass consumer base during the pandemic. The return to office work and the revival of out-of-home leisure activities favoured coffee, which had already cemented its role as a social beverage in cafes. During the pandemic, tea gained attention for its perceived ability to boost immunity against COV...

Euromonitor International's Tea 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other Tea.

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

Why buy this report?

- * Get a detailed picture of the Tea 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:

Tea in Romania
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List Of Contents And Tables

TEA IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Shift away from pandemic-driven tea consumption
Herbal and fruit teas dominate health-focused consumption
On-trade tea sales face continued challenges

PROSPECTS AND OPPORTUNITIES

Tea as a vehicle for relaxation and wellbeing
Continued dominance of fruit and herbal teas
Local brands and private label lead expansion

CATEGORY DATA

- Table 1 Retail Sales of Tea by Category: Volume 2019-2024
- Table 2 Retail Sales of Tea by Category: Value 2019-2024
- Table 3 Retail Sales of Tea by Category: % Volume Growth 2019-2024
- Table 4 Retail Sales of Tea by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Tea: % Retail Value 2020-2024
- Table 6 LBN Brand Shares of Tea: % Retail Value 2021-2024
- Table 7 Forecast Retail Sales of Tea by Category: Volume 2024-2029
- Table 8 Forecast Retail Sales of Tea by Category: Value 2024-2029
- Table 9 Forecast Retail Sales of Tea by Category: % Volume Growth 2024-2029
- Table 10 □Forecast Retail Sales of Tea by Category: % Value Growth 2024-2029

HOT DRINKS IN ROMANIA

EXECUTIVE SUMMARY

Hot drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
Foodservice vs retail split
What next for hot drinks?

MARKET DATA

- Table 11 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024
- Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024
- Table 13 Retail Sales of Hot Drinks by Category: Volume 2019-2024
- Table 14 Retail Sales of Hot Drinks by Category: Value 2019-2024
- Table 15 Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 16 Retail Sales of Hot Drinks by Category: % Value Growth 2019-2024
- Table 17 Foodservice Sales of Hot Drinks by Category: Volume 2019-2024
- Table 18 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 19 Total Sales of Hot Drinks by Category: Total Volume 2019-2024
- Table 20 □Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024

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Table 21 ☐NBO Company Shares of Hot Drinks: % Retail Value 2020-2024

Table 22 ☐LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024

Table 23 ☐Penetration of Private Label in Hot Drinks by Category: % Retail Value 2019-2024

Table 24 ☐Retail Distribution of Hot Drinks by Format: % Volume 2019-2024

Table 25 ☐Retail Distribution of Hot Drinks by Format and Category: % Volume 2024

Table 26 ☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029

Table 27 ☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029

Table 28 ☐Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029

Table 29 ☐Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029

Table 30 ☐Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 31 ☐Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029

Table 32 ☐Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029

Table 33 ☐Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 34 ☐Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029

Table 35 ☐Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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Market Direction | 2024-11-25 | 22 pages | Euromonitor

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