

## 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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