

Bottled Water in Romania

December 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Decelerating growth for bottled water as prices increase and consumers trade down
Ongoing diversification in packaging as on-the-go consumption increases
Functional and flavoured water drive growth as consumer interest in novelties rises

PROSPECTS AND OPPORTUNITIES

Players focus on specific, sophisticated products within bottled water
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E-commerce will become more relevant as a convenient way to bulk order bottled water

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