

Tea in Romania

December 2023

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Tea in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales benefit from affordable prices and an alignment with rising health trends Health and wellness boosts sales of herbal/traditional and fruit/herbal teas Low demand in on-trade sales as tea is yet to establish itself in foodservice

PROSPECTS AND OPPORTUNITIES

Interest in healthy lifestyles drives sales of tea across the forecast period Local players drive sales of fruit/herbal teas, offering a wide range of prices Premium offerings expand as consumers look for teas that improve mood

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