

Other Hot Drinks in Romania

December 2023

Table of Contents

Other Hot Drinks in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Other plant-based hot drinks benefit from an alignment with health trends

Chocolate-based flavoured powder drinks lead sales, offering added health benefits

The growing consumer base for plant-based hot drinks drives ongoing sales

PROSPECTS AND OPPORTUNITIES

Additional health benefits drive retail value and volume growth for other hot drinks Other plant-based hot drinks drive growth as consumers look for healthier options Low growth but high levels of sales for chocolate-based flavoured powder drinks

CATEGORY DATA

- Table 1 Retail Sales of Other Hot Drinks by Category: Volume 2018-2023
- Table 2 Retail Sales of Other Hot Drinks by Category: Value 2018-2023
- Table 3 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2018-2023
- Table 4 Retail Sales of Other Hot Drinks by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Other Hot Drinks: % Retail Value 2019-2023
- Table 6 LBN Brand Shares of Other Hot Drinks: % Retail Value 2020-2023
- Table 7 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2023-2028
- Table 8 Forecast Retail Sales of Other Hot Drinks by Category: Value 2023-2028
- Table 9 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2023-2028
- Table 10 Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2023-2028

Hot Drinks in Romania - Industry Overview

EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

2023 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 2018-2023
- Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023
- Table 13 Retail Sales of Hot Drinks by Category: Volume 2018-2023
- Table 14 Retail Sales of Hot Drinks by Category: Value 2018-2023
- Table 15 Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 16 Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023
- Table 17 Foodservice Sales of Hot Drinks by Category: Volume 2018-2023
- Table 18 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 19 Total Sales of Hot Drinks by Category: Total Volume 2018-2023
- Table 20 Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023
- Table 21 NBO Company Shares of Hot Drinks: % Retail Value 2019-2023
- Table 22 LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023
- Table 23 Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023
- Table 24 Retail Distribution of Hot Drinks by Format: % Volume 2018-2023
- Table 25 Retail Distribution of Hot Drinks by Format and Category: % Volume 2023
- Table 26 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028
- Table 27 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

- Table 28 Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028
- Table 29 Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028
- Table 30 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028
- Table 31 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028
- Table 32 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028
- Table 33 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028
- Table 34 Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028
- Table 35 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus
 of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/other-hot-drinks-in-romania/report.