

Concentrates in Romania

December 2023

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Concentrates in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stagnation for the concentrates landscape as inflation challenges sales Liquid concentrates benefit from strong tradition in the country E-commerce sales grow as online shopping becomes increasingly relevant

PROSPECTS AND OPPORTUNITIES

Declining sales as consumers migrate to health-focused options Higher demand for sports-centric powder concentrates boosted by health trends Premiumisation of concentrates to drive value growth over the forecast period

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Fountain sales in Romania

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