Euromonitor International

Concentrates in Romania

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Table of Contents

Concentrates in Romania - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability concerns and shifting consumption habits shape a modest but stabilising category performance

INDUSTRY PERFORMANCE

Economic pressures reinforce the relevance of concentrates but category perception still limits broader adoption
Powder concentrates outperform due to specialised sports formats and rising fitness engagement

COMPETITIVE LANDSCAPE

Laurul SA strengthens leadership through heritage positioning and portfolio expansion into cocktail-centric syrups
Decathlon SA continues to outpace competitors through strong demand for sports powders and expanding nationwide presence

CHANNELS

Hypermarkets retain dominance due to assortment breadth, competitive pricing and private label expansion
E-commerce accelerates as consumers embrace convenience, locker networks and flexible delivery options

WHAT'S NEXT?

Category set for slight growth as sports powders expand and natural syrups gain traction
Modernisation of production and logistics to improve efficiency as e-commerce gains further importance
Health and wellness trends to shape premiumisation and encourage bio and natural formulations
Concentrates Conversions
Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

CATEGORY DATA

Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025
Table 2 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025
Table 3 - Off-trade Sales of Concentrates by Category: Value 2020-2025
Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025
Table 5 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025
Table 6 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025
Table 7 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025
Table 8 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025
Table 9 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025
Table 10 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025
Table 11 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025
Table 12 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030
Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030
Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030
Table 15 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

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Soft Drinks in Romania - Industry Overview

EXECUTIVE SUMMARY

Soft drinks performance shaped by affordability pressures and shifting lifestyle preferences

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health-aligned beverages outperform as consumers reassess value and functionality
Deposit-Return System reshapes packaging dynamics and encourages operational efficiencies

WHAT'S NEXT?

Soft drinks demand set to rise gradually despite economic constraints
E-commerce acceleration driven by convenience, automation and omnichannel expansion
Technological investment to strengthen domestic production and supply chain resilience

COMPETITIVE LANDSCAPE

Coca-Cola HBC Romania maintains leadership through scale, visibility and operational investment
Emerging beverage brands gain momentum as they diversify portfolios and leverage lifestyle trends

CHANNELS

Hypermarkets consolidate leadership through scale, assortment and value-led strategies
E-commerce emerges as the fastest-growing channel as omnichannel players scale logistics

FOODSERVICE VS RETAIL SPLIT

MARKET DATA

Table 16 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025
Table 18 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025
Table 20 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025
Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025
Table 22 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025
Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025
Table 24 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025
Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025
Table 26 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025
Table 27 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025
Table 28 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025
Table 29 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025
Table 30 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025
Table 31 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025
Table 32 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025
Table 33 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025
Table 34 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025
Table 35 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025
Table 36 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025
Table 37 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025
Table 38 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025
Table 39 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025
Table 40 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025
Table 41 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025
Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030
Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030
Table 44 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030
Table 45 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030
Table 46 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030
Table 47 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030
Table 48 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030
Table 49 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030
Table 50 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030
Table 51 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in Romania

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SOURCES

Summary 2 - Research Sources

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