

Carbonates in Romania

December 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining performance as interest in health and wellness rises
Players focus on flavour innovations to attract new consumers to carbonates
Brand owners focus on appealing to Generation Z consumers

PROSPECTS AND OPPORTUNITIES

Decreasing popularity for carbonates as consumers migrate to healthier options
Carbonates players focus on eco-friendly initiatives across the forecast period
Good prospects for reduced sugar carbonates as cheaper prices drive sales

CATEGORY DATA

Table 1 - Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023
Table 2 - Off-trade vs On-trade Sales of Carbonates: Value 2018-2023
Table 3 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023
Table 4 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023
Table 5 - Off-trade Sales of Carbonates by Category: Volume 2018-2023
Table 6 - Off-trade Sales of Carbonates by Category: Value 2018-2023
Table 7 - Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023
Table 8 - Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023
Table 9 - Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023
Table 10 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023
Table 11 - NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023
Table 12 - LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023
Table 13 - NBO Company Shares of Off-trade Carbonates: % Value 2019-2023
Table 14 - LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023
Table 15 - Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028
Table 16 - Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028
Table 17 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028
Table 18 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028
Table 19 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028
Table 20 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

Soft Drinks in Romania - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
Table 22 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 24 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 25 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022
Table 26 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022
Table 27 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 28 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022
Table 29 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 30 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 31 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 32 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 33 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 34 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 35 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 36 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 37 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 38 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 39 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
Table 40 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
Table 41 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 42 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 44 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 45 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 46 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 47 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 48 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 49 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 50 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 51 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 52 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Romania

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SOURCES

Summary 1 - Research Sources

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