

Cafés/Bars in Romania

February 2024

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Cafés/Bars in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Independent players struggle as rising inflation dampens sales in 2023

Specialist coffee and tea shops offer on-the-go consumption solutions

5 to go continues to expand across the nation, offering roadside and sit-down locations

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Chained players expand as independent offerings struggle during rising inflation

5 to go set to challenge Starbucks through its aggressive expansion plan

Zireto Café is set to impact the competitive landscape across the coming years

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