



Juice in Romania

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Juice benefits from health-driven substitution, value strategies and innovation despite economic headwinds

INDUSTRY PERFORMANCE

Health positioning and aggressive discounting underpin growth in a strained economic climate

Not-from-concentrate juices gain momentum as consumers increasingly favour natural and functional options

WHAT'S NEXT?

Juice set to expand as health and wellness trends strengthen and sugar taxation reshapes category dynamics

The competitive landscape will intensify as local and digital-first players expand through innovation and agile distribution

Sustainability and eco-friendly manufacturing will shape future product and operational strategies

COMPETITIVE LANDSCAPE

Tymbark-Maspex Romania strengthens its leadership through innovation, portfolio depth and youth-oriented marketing

Rauch Romania accelerates growth through strong value positioning and expanding category presence

CHANNELS

Hypermarkets retain category leadership through strong assortments, value formats and in-store innovation

E-commerce gains relevance as direct-to-consumer brands and omnichannel retailers strengthen their digital capabilities

CATEGORY DATA

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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

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