Euromonitor International

Energy Drinks in Romania

December 2025

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Energy Drinks in Romania - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Regulatory pressures, negative health perceptions and rising prices weigh heavily on category performance

INDUSTRY PERFORMANCE

Regulation and shifting health attitudes drive a notable decline in category demand
Reduced sugar energy drinks outperform as consumers seek lighter, more permissible functionality

WHAT'S NEXT?

Category expected to gradually recover as cocktail culture expands and adult consumption stabilises
Digital engagement, co-branding partnerships and manufacturing innovation to shape category strategies
Regulation and health perceptions to limit future potential while encouraging recipe optimisation

COMPETITIVE LANDSCAPE

Hell Energy strengthens leadership through innovation, distribution depth and functional upgrades
Monster Beverage Corp remains the most dynamic player through bold marketing and strong consumer engagement

CHANNELS

Small local grocers retain leadership due to proximity, impulse purchasing and rural coverage
E-commerce expands rapidly as consumers embrace convenience and bulk purchasing

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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

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E-commerce emerges as the fastest-growing channel as omnichannel players scale logistics

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