Euromonitor International

Sports Drinks in Romania

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Sports Drinks in Romania - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Active lifestyles, product diversification and health-driven choices underpin the steady growth of sports drinks

INDUSTRY PERFORMANCE

Health consciousness and an expanding sports culture drive category growth despite economic pressures
Reduced sugar sports drinks lead growth as wellness priorities reshape consumption

WHAT'S NEXT?

Sports drinks expected to continue expanding as awareness, education and product availability increase
Technological developments, digitalisation and social media engagement to shape market evolution
Sustainability and health concerns to guide product reformulation and packaging choices

COMPETITIVE LANDSCAPE

Quadrant-Amroq Beverages consolidates leadership through brand recognition and extensive distribution
Decathlon strengthens its momentum as sports participation and private label credibility accelerate growth

CHANNELS

Hypermarkets maintain leadership as consumers seek convenience, assortment and value
E-commerce grows rapidly as convenience, expanded assortment and rapid delivery attract active consumers

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EXECUTIVE SUMMARY

Soft drinks performance shaped by affordability pressures and shifting lifestyle preferences

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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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