

Better For You Beverages in Romania

<https://marketpublishers.com/r/BD7F84E2E99EN.html>

Date: January 2021

Pages: 26

Price: US\$ 990.00 (Single User License)

ID: BD7F84E2E99EN

Abstracts

The onset of the COVID-19 pandemic has made Romanians pay even more attention to the products that they consume, accelerating the existing health and wellness trend that has been developing in recent years. In 2020 consumers became more reluctant to buy products that could potentially have a negative impact on their health. This led many people to trying reduced caffeine and reduced sugar beverages for the first time.

Euromonitor International's Better For You Beverages in Romania report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2016-2020, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2025 illustrate how the market is set to change.

Product coverage: BFY Reduced Caffeine Beverages, BFY Reduced Fat Beverages, BFY Reduced Sugar Beverages.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Better For You Beverages market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

KEY DATA FINDINGS

2020 IMPACT

Increased health consciousness draws more consumers to beverages with reduced caffeine and sugar

COVID-19 fears benefit e-commerce retailers

Premium brand extensions provide the only choice in hot drinks

RECOVERY AND OPPORTUNITIES

Low sugar brand extensions to take share from regular soft drinks

Consumer demand to drive volume growth of Better For You beverages in the on-trade

Aging population to rely more on reduced caffeine coffee

CATEGORY DATA

Table 1 Sales of BFY Beverages by Category: Value 2015-2020

Table 2 Sales of BFY Beverages by Category: % Value Growth 2015-2020

Table 3 NBO Company Shares of BFY Beverages: % Value 2016-2020

Table 4 LBN Brand Shares of BFY Beverages: % Value 2017-2020

Table 5 Distribution of BFY Beverages by Format: % Value 2015-2020

Table 6 Forecast Sales of BFY Beverages by Category: Value 2020-2025

Table 7 Forecast Sales of BFY Beverages by Category: % Value Growth 2020-2025

EXECUTIVE SUMMARY

COVID-19 impact on health and wellness

COVID-19 country impact

Company response

Retailing shift

Foodservice vs retail split

What next for health and wellness?

MARKET DATA

Table 8 Sales of Health and Wellness by Type: Value 2015-2020

Table 9 Sales of Health and Wellness by Type: % Value Growth 2015-2020

Table 10 Sales of Health and Wellness by Category: Value 2015-2020

Table 11 Sales of Health and Wellness by Category: % Value Growth 2015-2020

Table 12 Sales of Health and Wellness by Prime Positioning: Value 2015-2020

Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth 2015-2020

Table 14 NBO Company Shares of Health and Wellness: % Value 2016-2020

Table 15 LBN Brand Shares of Health and Wellness: % Value 2017-2020

Table 16 Distribution of Health and Wellness by Format: % Value 2015-2020

Table 17 Distribution of Health and Wellness by Format and Category: % Value 2020

Table 18 Forecast Sales of Health and Wellness by Type: Value 2020-2025

Table 19 Forecast Sales of Health and Wellness by Type: % Value Growth 2020-2025

Table 20 Forecast Sales of Health and Wellness by Category: Value 2020-2025

Table 21 Forecast Sales of Health and Wellness by Category: % Value Growth
2020-2025

Table 22 Forecast Sales of Health and Wellness by Prime Positioning: Value 2020-2025

Table 23 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth
2020-2025

GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Better For You Beverages in Romania

Product link: <https://marketpublishers.com/r/BD7F84E2E99EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BD7F84E2E99EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970