

# Hot Drinks in Romania

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## Abstracts

Rising inflation and the heightened cost of living in Romania in 2023, negatively impacted retail volume sales of basic food and drinks, including hot drinks. Coffee sales were particularly challenged, with negative retail volume sales, as the unit price of coffee grew, further impacted by the rise in prices of the raw bean. Due to the size of the coffee landscape, this result led to an overall retail volume decline for hot drinks, while retail value remained positive, driven by higher prices.

Euromonitor International's Hot Drinks in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

Get a detailed picture of the Hot Drinks 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.

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