

Naturally Healthy Beverages in Romania

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Abstracts

The onset of the COVID-19 pandemic in 2020 made consumers pay closer attention to their health and immune systems. As a result, many Romanians purchased naturally healthy beverages for the first time. Demand grew for more authentic, natural products, which are less likely to have adverse effects on health.

Euromonitor International's Naturally Healthy 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: NH Hot Drinks, NH Soft Drinks.

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

Why buy this report?

Get a detailed picture of the Naturally Healthy 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

Search for products that boost the immune system lead consumers to green tea
Evolving tastes fuel retail purchases of flavoured bottled water and superfruit juice
Consumers welcome addition of NH beverages to e-commerce channels

RECOVERY AND OPPORTUNITIES

Inka to gain share as a cheaper and healthier alternative to coffee
Recovery of tea houses to drive growth of tea with health benefits
Growing demand for naturally healthy beverages to boost both premium and private label brands

CATEGORY DATA

Table 1 Sales of NH Beverages by Category: Value 2015-2020
Table 2 Sales of NH Beverages by Category: % Value Growth 2015-2020
Table 3 NBO Company Shares of NH Beverages: % Value 2016-2020
Table 4 LBN Brand Shares of NH Beverages: % Value 2017-2020
Table 5 Distribution of NH Beverages by Format: % Value 2015-2020
Table 6 Forecast Sales of NH Beverages by Category: Value 2020-2025
Table 7 Forecast Sales of NH 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

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GLOBAL INDUSTRY ENVIRONMENT

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SOURCES

Summary 1 Research Sources

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