

Organic Beverages in Romania

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Abstracts

Strong growth in organic drinks in 2020 was driven by organic fresh coffee, whose retail volumes remain far higher than organic tea. Organic hot drinks brands tend to be priced as premium or super-premium. Their distribution enhances this perception of organic hot drinks as luxury products, as they are mainly sold in specialist stores, or found on dedicated organic shelves in supermarkets and hypermarkets. Volume and current value sales in 2020 continued to be dominated by private label, which i...

Euromonitor International's Organic 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: Organic Hot Drinks, Organic 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 Organic 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.

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Private label drives current value growth in organic beverages

Organic 100% juice continues to attract health conscious consumers

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