

# **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.



#### **Contents**

**KEY DATA FINDINGS** 

**2020 IMPACT** 

COVID-19 pandemic polarises consumption of organic fresh coffee

Private label drives current value growth in organic beverages

Organic 100% juice continues to attract health conscious consumers

RECOVERY AND OPPORTUNITIES

Development of organic products to be driven by private label

Locally-produced organic products to become trendier

Demand for cold pressed juice to grow with more widespread marketing

**CATEGORY DATA** 

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

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

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

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

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

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

Table 7 Forecast Sales of Organic 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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