

Tea in Romania

<https://marketpublishers.com/r/T03079B953EEN.html>

Date: December 2023

Pages: 22

Price: US\$ 990.00 (Single User License)

ID: T03079B953EEN

Abstracts

The growth in retail volume for tea in 2023 resulted from affordable prices and perceived health benefits, with tea aligning with the rising interest in health and wellness among consumers. As such, players marketed their teas as improving immunity and alleviating discomfort. Additionally, as consumers spent more time within the home during COVID-19, many enjoyed new tea consumption experiences. As such, the change in consumption during COVID-19 continued to stimulate off-trade tea sales after t...

Euromonitor International's Tea 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: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other 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 Tea 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

Tea in Romania
Euromonitor International
December 2023

LIST OF CONTENTS AND TABLES

TEA IN ROMANIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales benefit from affordable prices and an alignment with rising health trends
Health and wellness boosts sales of herbal/traditional and fruit/herbal teas
Low demand in on-trade sales as tea is yet to establish itself in foodservice

PROSPECTS AND OPPORTUNITIES

Interest in healthy lifestyles drives sales of tea across the forecast period
Local players drive sales of fruit/herbal teas, offering a wide range of prices
Premium offerings expand as consumers look for teas that improve mood

CATEGORY DATA

Table 1 Retail Sales of Tea by Category: Volume 2018-2023
Table 2 Retail Sales of Tea by Category: Value 2018-2023
Table 3 Retail Sales of Tea by Category: % Volume Growth 2018-2023
Table 4 Retail Sales of Tea by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Tea: % Retail Value 2019-2023
Table 6 LBN Brand Shares of Tea: % Retail Value 2020-2023
Table 7 Forecast Retail Sales of Tea by Category: Volume 2023-2028
Table 8 Forecast Retail Sales of Tea by Category: Value 2023-2028
Table 9 Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028
Table 10 Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

HOT DRINKS IN ROMANIA

EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

Table 11 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown
2018-2023

Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023

Table 13 Retail Sales of Hot Drinks by Category: Volume 2018-2023

Table 14 Retail Sales of Hot Drinks by Category: Value 2018-2023

Table 15 Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 16 Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023

Table 17 Foodservice Sales of Hot Drinks by Category: Volume 2018-2023

Table 18 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 19 Total Sales of Hot Drinks by Category: Total Volume 2018-2023

Table 20 Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023

Table 21 NBO Company Shares of Hot Drinks: % Retail Value 2019-2023

Table 22 LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023

Table 23 Penetration of Private Label in Hot Drinks by Category: % Retail Value
2018-2023

Table 24 Retail Distribution of Hot Drinks by Format: % Volume 2018-2023

Table 25 Retail Distribution of Hot Drinks by Format and Category: % Volume 2023

Table 26 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown
2023-2028

Table 27 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth
2023-2028

Table 28 Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 29 Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 30 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth
2023-2028

Table 31 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 32 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 33 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth
2023-2028

Table 34 Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 35 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth
2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Tea in Romania

Product link: <https://marketpublishers.com/r/T03079B953EEN.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/T03079B953EEN.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