

Romania Instant Coffee Market - Forecasts from 2020 to 2025

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Abstracts

Romania instant coffee market is projected to reach a market value of US\$215.467 million by 2025.

The rising popularity and expansion of specialty cafes, coffee shops and the growth of the instant coffee are some of the prime factors augmenting the Romania instant coffee market.

According to the statistics presented by the CBI (Centre for the Promotion of Imports), there has been a rise in the amount of coffee sold in Romania over the period 2016-2018. In Romania, coffee sold increased by 15%. Instant type coffee is particularly popular famous among the consumers of all groups as it incorporates more robust and fruity flavors into the coffee, so instant coffee has a considerable market in this country. In conjunction, as the consumers are interested in adding quality and variety of flavors and tastes into their coffee, the market players are offering different flavors in order to meet their demand effectively.

The rapid growth of caf? chains in also pushing Europe to a good position and Romania has shown a growth in the caf? and coffee shop outlets by more than 25% in 2018. Some of the examples of popular coffee chains are McCaf?, Starbucks, Caff? Nero among others. The coffee festival in Romania is called as the Bucharest Coffee Festival. Specialty coffee is a smaller market as compared to the instant coffee market in Romania, but it is still growing at a decent pace owing to the different specialty roasters and shops opening up in order to cater to the demand of high-quality coffee among the high-income consumer. This has led to the specialty coffee shops to increase form 3 shops to 90 shops over a period of 6 years (from 2013-2019). In addition, there are coffee festivals organized in Romania apart from the Czech Republic

in order to further ingrain coffee culture into the country. Therefore, these factors are causing the demand for high-quality instant coffee to fuel and are propelling the market growth over the forecast period.

Product Offerings by the market players in the Romanian Instant Coffee Market

The offering of better and advanced varieties of Instant Coffee with enhanced flavor and aromas among others by existing and new players in different markets is estimated to lead to increased adoption and propel the market growth further over the forecast period.

Fortuna Coffee, which is a coffee-producing company in the Romanian region and a part of the CONARG Group and offers products such as “Fortuna Rendezvous Instant” and “Fortuna 3in1 Strong” and “Fortuna 3in1 Classic” among the instant varieties and some other coffee products.

Segmentation

By Type

Freeze-Dried Instant Coffee

Spray-Dried Instant Coffee

Others

By Distribution Channel

Offline

§ Foodservices

§ Retail

Supermarket/Hypermarket

Convenience Stores

Others

Online

By Province

Bucharest

Timisoara

Cluj-Napoca

Others

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