

# Juice in Romania

December 2023

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#### Juice in Romania - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Juice drives growth as a variety of packaging and flavours launch on the landscape Increasingly high appetite for products that offer added health benefits Flavour innovations and co-branding boost sales of juice in 2023

# PROSPECTS AND OPPORTUNITIES

Bright future for juice in Romania as 100% juice benefits from rising health trends Strong growth for online retail as smaller brands appear across e-commerce Consumers gravitate towards smaller local manufacturers and private label

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