

# Sports Drinks in Romania

December 2023

**Table of Contents** 

## Sports Drinks in Romania - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Interest in health and fitness rises, boosting off-trade volume sales in 2023 International brands dominate the competitive landscape in sports drinks. The convenience factor drives demand for sports drinks in Romania

## PROSPECTS AND OPPORTUNITIES

Positive prospects for sports drinks as interest in exercise continues to rise Players to embrace reduced sugar, flavour innovations and functional ingredients Online to drive sales of sports drinks across the coming years

#### **CATEGORY DATA**

- Table 1 Off-trade Sales of Sports Drinks: Volume 2018-2023
- Table 2 Off-trade Sales of Sports Drinks: Value 2018-2023
- Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023
- Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023
- Table 6 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023
- Table 7 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023
- Table 8 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023
- Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028
- Table 10 Forecast Off-trade Sales of Sports Drinks: Value 2023-2028
- Table 11 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028
- Table 12 Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

## Soft Drinks in Romania - Industry Overview

## **EXECUTIVE SUMMARY**

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

#### MARKET DATA

- Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
- Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
- Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
- Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
- Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022
- Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022
- Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022
- Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022
- Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 23 Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
- Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

- Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
- Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
- Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
- Table 31 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
- Table 32 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
- Table 33 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
- Table 34 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
- Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
- Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
- Table 37 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
- Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
- Table 39 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
- Table 40 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
- Table 41 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
- Table 42 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
- Table 43 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
- Table 44 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

#### **APPENDIX**

Fountain sales in Romania

## **DISCLAIMER**

#### **SOURCES**

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sports-drinks-in-romania/report.