



# RTD Tea in Romania

December 2023

Table of Contents

## RTD Tea in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Solid off-trade volume growth for RTD tea, boosted by on-the-go consumption

Ongoing competition from juices hinders the performance of RTD teas

Variety expands as players launch interesting flavour mixes within RTD tea

#### PROSPECTS AND OPPORTUNITIES

Steady volume growth driven by new flavour innovations on the landscape

Sugar tax and health trends boost demand for reduced sugar

Players invest in social media and digital campaigns to drive interest

#### CATEGORY DATA

Table 1 - Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 2 - Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 3 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 4 - Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 5 - Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023

Table 6 - NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 7 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 8 - NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 9 - LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 10 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 11 - Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 12 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 13 - Forecast Off-trade Sales of RTD Tea by Category: % 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 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 15 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 17 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 19 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 23 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 24 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 25 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 26 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 27 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 28 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023  
Table 29 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023  
Table 30 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023  
Table 31 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023  
Table 32 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023  
Table 33 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023  
Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023  
Table 35 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023  
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028  
Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028  
Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028  
Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028  
Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028  
Table 41 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028  
Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028  
Table 43 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028  
Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028  
Table 45 - 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/rtd-tea-in-romania/report](http://www.euromonitor.com/rtd-tea-in-romania/report).