



# Cafés/Bars in Romania

February 2024

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## Cafés/Bars in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Independent players struggle as rising inflation dampens sales in 2023  
Specialist coffee and tea shops offer on-the-go consumption solutions  
5 to go continues to expand across the nation, offering roadside and sit-down locations

#### PROSPECTS AND OPPORTUNITIES

Chained players expand as independent offerings struggle during rising inflation  
5 to go set to challenge Starbucks through its aggressive expansion plan  
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