



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
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Soft Drinks in Romania - Industry Overview

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