

# **Energy Drinks in Romania**

November 2024

Table of Contents

# Energy Drinks in Romania - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Several challenges for energy drinks New flavours as a differentiation tool Hell continues to develop its infrastructure

# PROSPECTS AND OPPORTUNITIES

Decelerating growth Rising demand for reduced sugar energy drinks Increasing online sales

#### CATEGORY DATA

Table 1 - Off-trade Sales of Energy Drinks: Volume 2019-2024Table 2 - Off-trade Sales of Energy Drinks: Value 2019-2024Table 3 - Off-trade Sales of Energy Drinks: % Volume Growth 2019-2024Table 4 - Off-trade Sales of Energy Drinks: % Value Growth 2019-2024Table 5 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2020-2024Table 6 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2021-2024Table 7 - NBO Company Shares of Off-trade Energy Drinks: % Value 2020-2024Table 8 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2024Table 9 - Forecast Off-trade Sales of Energy Drinks: Volume 2024-2029Table 10 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2024-2029Table 11 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2024-2029Table 12 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2024-2029

## Soft Drinks in Romania - Industry Overview

#### EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture 2024 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 2019-2024 Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024 Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024 Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024 Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024 Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024 Table 19 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024 Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024 Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024 Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024 Table 23 - Off-trade Sales of Soft Drinks by Category: % Volume Growth 2019-2024 Table 23 - Off-trade Sales of Soft Drinks by Category: % Volume Growth 2019-2024 Table 24 - Off-trade Sales of Soft Drinks by Category: % Volume Growth 2019-2024 Table 25 - Sales of Soft Drinks by Category: % Value Growth 2019-2024 Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024 Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024 Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024 Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024 Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024 Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024 Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024 Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024 Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024 Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024 Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024 Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024 Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024 Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024 Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029 Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029 Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029 Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029 Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029 Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029 Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029 Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029 Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029 Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

## 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/energy-drinks-in-romania/report.