



**Euromonitor
International**

Coffee in Romania

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Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Coffee growth in 2025 is driven by evolving home café habits amid rising prices

INDUSTRY PERFORMANCE

Home café culture and reduced per capita consumption underpin volume growth

Fresh coffee beans outperform thanks to broader household penetration and value-for-money perception

WHAT'S NEXT?

Coffee growth will be sustained by entrenched habits, machine ownership and moderating inflation

Pods and beans will lead innovation while standard ground coffee stabilises through renewal

Vending expansion and foodservice recovery will diversify out-of-home coffee occasions

COMPETITIVE LANDSCAPE

Jacobs Douwe Egberts Romania retains leadership through broad coverage and strong brands

Coca-Cola HBC and Cafea Fortuna drive dynamism through innovation, branding and local roots

CHANNELS

Modern grocery retailers remain the core distribution platform as variety and value converge

E-commerce accelerates as brands and retailers use online to support mid-priced and premium offerings

CATEGORY DATA

Table 1 - Retail Sales of Coffee by Category: Volume 2020-2025

Table 2 - Retail Sales of Coffee by Category: Value 2020-2025

Table 3 - Retail Sales of Coffee by Category: % Volume Growth 2020-2025

Table 4 - Retail Sales of Coffee by Category: % Value Growth 2020-2025

Table 5 - Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2020-2025

Table 6 - NBO Company Shares of Coffee: % Retail Value 2021-2025

Table 7 - LBN Brand Shares of Coffee: % Retail Value 2022-2025

Table 8 - Forecast Retail Sales of Coffee by Category: Volume 2025-2030

Table 9 - Forecast Retail Sales of Coffee by Category: Value 2025-2030

Table 10 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2025-2030

Table 11 - Forecast Retail Sales of Coffee by Category: % Value Growth 2025-2030

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Hot Drinks in Romania - Industry Overview

EXECUTIVE SUMMARY

Hot drinks growth is constrained by cost-of-living pressures but supported by coffee's entrenched role in daily life

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

At-home café culture supports fresh beans while traditional ground coffee loses relevance

Health and wellbeing trends enhance the functional perception of coffee and sustain demand for fruit/herbal tea

WHAT'S NEXT?

Easing inflation and improving purchasing power are expected to support steady value and volume growth

Café culture and busier urban lifestyles will sustain on-trade hot drinks consumption

International players are set to retain leadership while premium tea specialists enrich the competitive landscape

COMPETITIVE LANDSCAPE

Jacobs Douwe Egberts RO remains the leading hot drinks company in 2025

Cafea Fortuna emerges as the most dynamic top-five player thanks to local roots and wider distribution

Private label gains share as shoppers trade down and manufacturers increase promotional support

CHANNELS

Modern grocery retailers consolidate their leadership as consumers seek low prices and promotions

E-commerce is the most dynamic channel as rapid-delivery partnerships scale up

Small local grocers retain relevance through proximity and personal relationships

FOODSERVICE VS RETAIL SPLIT

MARKET DATA

Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025

Table 13 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025

Table 14 - Retail Sales of Hot Drinks by Category: Volume 2020-2025

Table 15 - Retail Sales of Hot Drinks by Category: Value 2020-2025

Table 16 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 17 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025

Table 18 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025

Table 19 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 20 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025

Table 21 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025

Table 22 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025

Table 23 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025

Table 24 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025

Table 25 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025

Table 26 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025

Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030

Table 28 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030

Table 30 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 32 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030

Table 34 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 35 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030

Table 36 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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