



**Euromonitor
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Soft Drinks in Romania

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EXECUTIVE SUMMARY

Soft drinks performance shaped by affordability pressures and shifting lifestyle preferences

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INDUSTRY PERFORMANCE

Health-aligned beverages outperform as consumers reassess value and functionality

Deposit-Return System reshapes packaging dynamics and encourages operational efficiencies

WHAT'S NEXT?

Soft drinks demand set to rise gradually despite economic constraints

E-commerce acceleration driven by convenience, automation and omnichannel expansion

Technological investment to strengthen domestic production and supply chain resilience

COMPETITIVE LANDSCAPE

Coca-Cola HBC Romania maintains leadership through scale, visibility and operational investment

Emerging beverage brands gain momentum as they diversify portfolios and leverage lifestyle trends

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COMPETITIVE LANDSCAPE

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INDUSTRY PERFORMANCE

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Powder concentrates outperform due to specialised sports formats and rising fitness engagement

COMPETITIVE LANDSCAPE

Laurul SA strengthens leadership through heritage positioning and portfolio expansion into cocktail-centric syrups

Decathlon SA continues to outpace competitors through strong demand for sports powders and expanding nationwide presence

CHANNELS

Hypermarkets retain dominance due to assortment breadth, competitive pricing and private label expansion

E-commerce accelerates as consumers embrace convenience, locker networks and flexible delivery options

WHAT'S NEXT?

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[Juice in Romania](#)

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INDUSTRY PERFORMANCE

Health positioning and aggressive discounting underpin growth in a strained economic climate

Not-from-concentrate juices gain momentum as consumers increasingly favour natural and functional options

WHAT'S NEXT?

Juice set to expand as health and wellness trends strengthen and sugar taxation reshapes category dynamics

The competitive landscape will intensify as local and digital-first players expand through innovation and agile distribution
Sustainability and eco-friendly manufacturing will shape future product and operational strategies

COMPETITIVE LANDSCAPE

Tymbark-Maspex Romania strengthens its leadership through innovation, portfolio depth and youth-oriented marketing
Rauch Romania accelerates growth through strong value positioning and expanding category presence

CHANNELS

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[RTD Coffee in Romania](#)

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INDUSTRY PERFORMANCE

Shifting consumer habits and premium expectations underpin strong uptake of RTD coffee

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Sustainability and ethical sourcing to guide purchasing decisions and innovation priorities

COMPETITIVE LANDSCAPE

Starbucks Corp consolidates leadership through strong brand equity, premium positioning and wide distribution
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INDUSTRY PERFORMANCE

Health perceptions strengthen demand, though rising prices limit the full potential of category growth

Reduced sugar RTD tea outperforms amid growing health consciousness and favourable price positioning

WHAT'S NEXT?

Rising health and ethical expectations will propel steady growth and more premium RTD tea offerings

Sustainability and automation set to reshape manufacturing, packaging and supply chains

Strong demand for natural, sustainable and eco-friendly RTD tea to shape future category innovation

COMPETITIVE LANDSCAPE

Coca-Cola HBC Romania SRL consolidates leadership through strong brand equity and innovations in reduced sugar RTD tea

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Reduced sugar sports drinks lead growth as wellness priorities reshape consumption

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Sustainability and health concerns to guide product reformulation and packaging choices

COMPETITIVE LANDSCAPE

Quadrant-Amroq Beverages consolidates leadership through brand recognition and extensive distribution

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