



**Euromonitor
International**

Hot Drinks in Romania

December 2025

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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

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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

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[Tea in Romania](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea demand softens as coffee regains its social role and health positioning alone proves insufficient

INDUSTRY PERFORMANCE

Tea volume declines as it fails to become a mass everyday drink in a coffee-centric culture

Health-positioned green and herbal teas remain dynamic as wellbeing claims drive trading up

WHAT'S NEXT?

Tea expected to grow as consumption shifts from sickness relief to daily wellbeing rituals
Fruit and herbal teas will anchor innovation as domestic producers extend reach and platforms
Home-made and unpackaged herbal teas challenge packaged brands through price and perceived naturalness

COMPETITIVE LANDSCAPE

Domestic specialists lead tea through heritage, pricing and deep expertise in fruit and herbal blends
Kalpo accelerates growth via capacity investment, segmented branding and digital expansion

CHANNELS

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[Other Hot Drinks in Romania](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-focused niches cushion the impact of price-driven weakness in chocolate-based drinks

INDUSTRY PERFORMANCE

Value expansion driven by pricing while chocolate-based drinks constrain volume
Plant-based hot drinks gain momentum as adults seek healthier alternatives to coffee

WHAT'S NEXT?

Gradual category growth expected as health alignment offsets economic constraints
Inflation-sensitive chocolate-based drinks remain under pressure as families limit treat occasions
Wellness positioning sustains growth in plant-based hot drinks as digital channels amplify reach

COMPETITIVE LANDSCAPE

Tymbark-Maspex Romania retains leadership through multi-segment reach and strong distribution
Health-oriented domestic players lead growth through strong wellness credentials

CHANNELS

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E-commerce posts the strongest gains as health brands and retailers expand digital reach

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