

Other Hot Drinks in Romania

December 2025

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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

Modern retailing dominates distribution as the category remains reliant on visibility and education
E-commerce posts the strongest gains as health brands and retailers expand digital reach

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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

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