



Euromonitor
International

Cafés/Bars in Romania

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Urban areas attracting more sophisticated offerings

INDUSTRY PERFORMANCE

Fall in constant value sale, as inflation remains high

Specialist coffee and tea shops strongest performers

Takeaway coffee popular, but other fulfilments also popular

WHAT'S NEXT?

Moderate outlook over forecast period

Chains drive growth over forecast period

Sustainability key focus

COMPETITIVE LANDSCAPE

Starbucks leads in terms of sales, while 5 to go leads in terms of outlets

Significant expansion plans for 5 to go

Competitive landscape remains highly fragmented

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[Consumer Foodservice in Romania - Industry Overview](#)

EXECUTIVE SUMMARY

Continuing high inflation sees more affordable options benefit

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Cost cutting key focus

Online ordering and home delivery continues to see growth

Loyalty programmes increasing popular, while full-service restaurants focus on enhancing customer experience

WHAT'S NEXT?

Affordability key driver of sales over forecast period

Digitalisation and a focus on healthy food key drivers over forecast period

Increasing spotlight on sustainability

COMPETITIVE LANDSCAPE

Limited-service restaurant chains lead the competitive landscape

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