

# Other Hot Drinks in Romania

December 2023

Table of Contents

## Other Hot Drinks in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Other plant-based hot drinks benefit from an alignment with health trends  
Chocolate-based flavoured powder drinks lead sales, offering added health benefits  
The growing consumer base for plant-based hot drinks drives ongoing sales

#### PROSPECTS AND OPPORTUNITIES

Additional health benefits drive retail value and volume growth for other hot drinks  
Other plant-based hot drinks drive growth as consumers look for healthier options  
Low growth but high levels of sales for chocolate-based flavoured powder drinks

#### CATEGORY DATA

- Table 1 - Retail Sales of Other Hot Drinks by Category: Volume 2018-2023
- Table 2 - Retail Sales of Other Hot Drinks by Category: Value 2018-2023
- Table 3 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2018-2023
- Table 4 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Other Hot Drinks: % Retail Value 2019-2023
- Table 6 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2020-2023
- Table 7 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2023-2028
- Table 8 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2023-2028
- Table 9 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2023-2028
- Table 10 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2023-2028

## Hot Drinks in Romania - Industry Overview

### EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for hot drinks?

#### MARKET DATA

- Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023
- Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023
- Table 13 - Retail Sales of Hot Drinks by Category: Volume 2018-2023
- Table 14 - Retail Sales of Hot Drinks by Category: Value 2018-2023
- Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023
- Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2018-2023
- Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2018-2023
- Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023
- Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2019-2023
- Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023
- Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023
- Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2018-2023
- Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2023
- Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028
- Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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