

Energy Drinks in Romania

December 2023

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Energy Drinks in Romania - Category analysis

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2023 DEVELOPMENTS

Off-trade volume sales rise as aggressive promotions and private label lines launch Players focus on limited edition launches to stand out and attract consumers Hell Energy becomes increasingly active while retaining the leading position

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Energy drinks is challenged by sugar taxes and rising health trends Inflation leads consumers to trade down, creating opportunities for private label Rising preference for reduced sugar energy drinks in line with health trends

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