



# Coffee in Romania

December 2023

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## Coffee in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail volume decline driven by rising unit prices and the return to the office  
Use of espresso and coffee pod machines rise, leading to new brand launches  
International players lead as local brands expand their presence

#### PROSPECTS AND OPPORTUNITIES

Retail volume growth driven by the rising availability of affordable options  
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