



Euromonitor  
International

# Other Hot Drinks in Romania

December 2023

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## 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  
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