



RTD Coffee in Romania

December 2023

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RTD Coffee in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

High appetite for RTD coffee driven by novelty and on-the-go consumption
Competition intensifies with international players and private label expanding
Emerging hybrid products and niche offerings drive off-trade volume sales

PROSPECTS AND OPPORTUNITIES

Double-digit volume growth, driven by premiumisation and niche offerings
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