



Cafés/Bars in Romania

February 2024

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Cafés/Bars in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Independent players struggle as rising inflation dampens sales in 2023
Specialist coffee and tea shops offer on-the-go consumption solutions
5 to go continues to expand across the nation, offering roadside and sit-down locations

PROSPECTS AND OPPORTUNITIES

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5 to go set to challenge Starbucks through its aggressive expansion plan
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