



Euromonitor
International

Tea in Romania

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Tea in Romania - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea demand softens as coffee regains its social role and health positioning alone proves insufficient

INDUSTRY PERFORMANCE

Tea volume declines as it fails to become a mass everyday drink in a coffee-centric culture

Health-positioned green and herbal teas remain dynamic as wellbeing claims drive trading up

WHAT'S NEXT?

Tea expected to grow as consumption shifts from sickness relief to daily wellbeing rituals

Fruit and herbal teas will anchor innovation as domestic producers extend reach and platforms

Home-made and unpackaged herbal teas challenge packaged brands through price and perceived naturalness

COMPETITIVE LANDSCAPE

Domestic specialists lead tea through heritage, pricing and deep expertise in fruit and herbal blends

Kalpo accelerates growth via capacity investment, segmented branding and digital expansion

CHANNELS

Modern retailing dominates tea distribution as private label and wide assortments support affordability

E-commerce emerges as the most dynamic channel as producers and retailers build strong online ecosystems

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Hot Drinks in Romania - Industry Overview

EXECUTIVE SUMMARY

Hot drinks growth is constrained by cost-of-living pressures but supported by coffee's entrenched role in daily life

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

At-home café culture supports fresh beans while traditional ground coffee loses relevance

Health and wellbeing trends enhance the functional perception of coffee and sustain demand for fruit/herbal tea

WHAT'S NEXT?

Easing inflation and improving purchasing power are expected to support steady value and volume growth

Café culture and busier urban lifestyles will sustain on-trade hot drinks consumption

International players are set to retain leadership while premium tea specialists enrich the competitive landscape

COMPETITIVE LANDSCAPE

Jacobs Douwe Egberts RO remains the leading hot drinks company in 2025

Cafea Fortuna emerges as the most dynamic top-five player thanks to local roots and wider distribution

Private label gains share as shoppers trade down and manufacturers increase promotional support

CHANNELS

Modern grocery retailers consolidate their leadership as consumers seek low prices and promotions

E-commerce is the most dynamic channel as rapid-delivery partnerships scale up

Small local grocers retain relevance through proximity and personal relationships

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