

Other Hot Drinks in Romania

December 2025

Table of Contents

Other Hot Drinks in Romania - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-focused niches cushion the impact of price-driven weakness in chocolate-based drinks

INDUSTRY PERFORMANCE

Value expansion driven by pricing while chocolate-based drinks constrain volume

Plant-based hot drinks gain momentum as adults seek healthier alternatives to coffee

WHAT'S NEXT?

Gradual category growth expected as health alignment offsets economic constraints

Inflation-sensitive chocolate-based drinks remain under pressure as families limit treat occasions

Wellness positioning sustains growth in plant-based hot drinks as digital channels amplify reach

COMPETITIVE LANDSCAPE

Tymbark-Maspex Romania retains leadership through multi-segment reach and strong distribution

Health-oriented domestic players lead growth through strong wellness credentials

CHANNELS

Modern retailing dominates distribution as the category remains reliant on visibility and education

E-commerce posts the strongest gains as health brands and retailers expand digital reach

CATEGORY DATA

Table 1 - Retail Sales of Other Hot Drinks by Category: Volume 2020-2025

Table 2 - Retail Sales of Other Hot Drinks by Category: Value 2020-2025

Table 3 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2020-2025

Table 4 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Other Hot Drinks: % Retail Value 2021-2025

Table 6 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2022-2025

Table 7 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2025-2030

Table 8 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2025-2030

Table 9 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

FOODSERVICE VS RETAIL SPLIT

MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025

Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025

Table 13 - Retail Sales of Hot Drinks by Category: Volume 2020-2025

Table 14 - Retail Sales of Hot Drinks by Category: Value 2020-2025

Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025

Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025

Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025

Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025

Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025

Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025

Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025

Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025

Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025

Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030

Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/other-hot-drinks-in-romania/report.