



# Other Hot Drinks in Romania

December 2025

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## 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

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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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