



Beverages Market in Romania

An FRD Center analysis





Introduction



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Introduction



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Topics presented in this DEMO report include market demand, consumption, consumer behaviour analysis, marketing, local production, imports and exports, profiles of main players in the Romanian beverages market: producers, importer-distributors.

The sub-sectors detailed in this DEMO report generated by FRD Center are:

- Wine
- Beer
- Soft drinks
- Natural juices
- Energy drinks
- Ciders
- Bottled natural water

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The Sibiu International Theatre Festival is the most complex festival in Romania. Internationally, it has become one of the most important performing arts festival in Europe, judging by its amplexness, dimension, and quality of events, similar to Edinburgh International Festival (Great Britain) and Avignon Festival (France)



About Romania



An EU member since 2007 and a NATO member since 2004, Romania is currently the one of most dynamic large markets in EU28 with a population of approx. 20 million.

After a 7% y-t-y growth in 2017, the GDP Annual Growth Rate in Romania is expected to have been of 4.1% in 2018 and to reach 4.3% advancement in 2019.

The foreign direct investment in Romania has reached 4.842 billion EUR in the first 11 months of 2018, up by 8.6% compared to the similar period of 2017.

Romania is the 2nd largest market in Central Eastern Europe. GDP grew 4.4% year-on-year in the second quarter after +5% year-on-year in Q1 2019.

In regards to consumption, household spending decelerated to 5.1% year-on-year in Q2 2019 from Q1's 7%.

Romania's Private Consumption Expenditure was reported at 37.921 USD bn in Jun 2019.

Growth is expected to remain healthy as a tight labour market fuels consumption, and thanks to improved private-sector and EU-led investment.

About Romania

Snapshot of the Macro Environment, 2015 – 2018

	2015	2016	2017	2018
GDP - bn RON current prices	712.6	765.1	856.7	949.6
Real GDP growth rate %	3.9	4.8	7.0	4.5
GDP per capita in PPS -Purchasing Power Standards - EU28 = 100	56	59	63	n/a
Population - million	19.861	19.760	19.638	19.524
Unemployment rate %	6.8	5.9	4.9	4.2
FDI - mEUR	3,035	4,517	4,586	n/a
HICP - inflation rate %	-0.4	-1.1	1.1	4.1
General government gross debt, % of GDP	37.8	37.3	35.1	n/a
Net external debt, % of GDP	27.2	21.7	20.9	n/a

Source: Eurostat, National Institute of Statistics, National Bank of Romania, National Commission for Prognosis



Beverages market in Romania

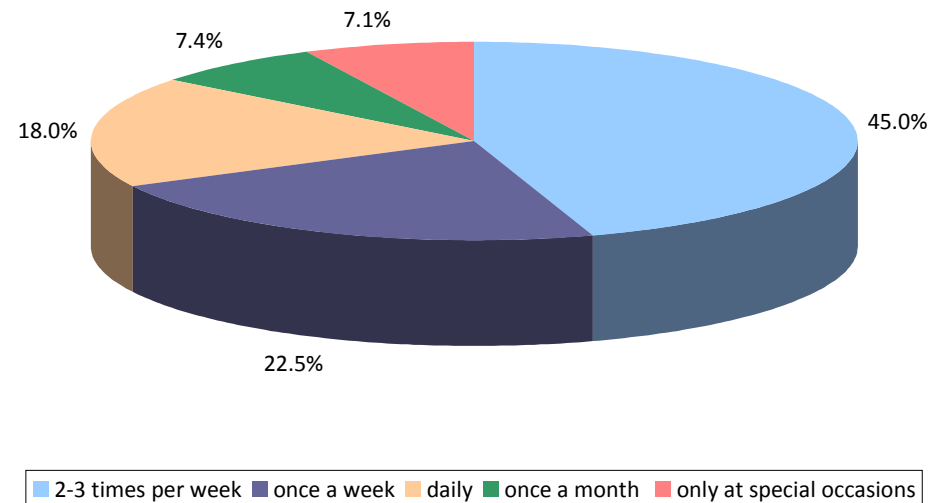
Wine - consumption

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The annual average wine consumption in Romania records around 20 - 22 litres per capita.

According to a study made by CrameRomania.ro and ReVino.ro in 2018, 45% of the Romanian respondents consume wine 2-3 times per week, 22.5% once a week, 18% daily, 7.4% once a month and 7.1% only at special occasions.

Frequency of wine consumption in Romania



Source: FRD Center, CrameRomania.ro and ReVino.ro

Beverages market in Romania

Wine - production

According to the same study, the Romanians consume mainly red wines (56.6%), followed by white wines (28%), rose wines (13.4%) and sparkling wines (2%).



The Romanian wine production has exceeded 5 million hectolitres in 2018, up by 18% compared to 2017. Romania ranks 12th in the world and 6th in Europe at the wine production.

Romania has 37 vineyards in eight wine regions, the largest one being the Moldova hills region which covers almost 70,000 hectares.

There are over 180 wineries that produce bottled wine in Romania and their number has recorded a growing trend in the last years.

Approximately 96.5% of the Romanian wine production is consumed domestically.



Beverages market in Romania

Wine - producers



Some of the main wine producers in Romania are: Cramele Recas, Jidvei, Cotnari, Vincon, Crama Ceptura, Cramele Halewood, Domeniile Viticole Tohani, Vinexport Trade Mark, Domeniul Coroanei Segarcea.

Company name	Cramele Recas SA
Website	www.cramelerecas.ro
Ownership	Romanian & foreign
Types of products	wines
Wine brands	Schwaben Wein, Castel Huniade, Domeniile Recas, Regno Recas, Sole, Selene, Solo Quinta, Cuvée Überland, Conacul Ambrozy, Muse, La Stejari
TO evolution	26.7 mEUR in 2016 32.5 mEUR in 2017; +22% vs. 2016 38.9 mEUR in 2018; +20% vs. 2017
No of employees	116 in 2018
Recent investments, achievements	Cramele Recas intends to increase its production capacity with 3 million litres in 2019



Beverages market in Romania

Wine - producers



Company name	Jidvei SRL
Website	www.jidvei.ro
Ownership	Romanian
Types of products	wines, sparkling wines, vinars
Wine brands	Castel, Tezaur, Nec Plus Ultra, Grigorescu, Premiat, Clasic, Craita Transilvaniei
TO evolution	33.6 mEUR in 2016 34.6 mEUR in 2017; +3% vs. 2016 37.6 mEUR in 2018; +9% vs. 2017
No of employees	181 in 2018
Recent investments, achievements	Jidvei has made investments of 6 mEUR in 2018



Beverages market in Romania

Wine - producers



Company name	Cotnari SA
Website	www.cotnari.ro
Ownership	Romanian
Types of products	wines, sparkling wines
Wine brands	Cotnari, Anotimpurile Cotnari
TO evolution	31 mEUR in 2016 32.4 mEUR in 2017; +5% vs. 2016 34.1 mEUR in 2018; +5% vs. 2017
No of employees	429 in 2018
Recent investments, achievements	Cotnari has completed investments of 5 mEUR in 2018

Beverages market in Romania

Wine – imports-exports

Romania has imported 34.5 million litres of wine in 2018.

Only 3.5% of the Romanian wine production is exported. Romania exports wine mainly to UK, Germany, China, the Netherlands, Italy, Spain, USA, Slovakia, Estonia and Canada.

Some main importers of wine in Romania are:

- Lerida International
- Vinimondo Import, Vinexpert
- BDG Import
- Pancom
- Cristalda Impex
- Top Intercom
- Lizar Shop
- Wine Advisor
- PPD Romania





Beverages market in Romania

Wine - importers



Company name	Lerida International SRL
Website	www.lerida.ro
Ownership	Romanian
Types of products	wines, spirits
Wine imported brands	Famille Quiot, Domaine du Tariquet, Guy Saget, Tenute Piccini, Marques de Murietta, Sogrape Vinhos, Achaval Ferrer, Punta Nogal, Cape Spring, Henri Burgeois etc
TO evolution	5 mEUR in 2016 4.9 mEUR in 2017; -2% vs. 2016 5.7 mEUR in 2018; +16% vs. 2017
No of employees	26 in 2018
Recent investments, achievements	n/a

Beverages market in Romania

Wine – M&A

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Some of the most relevant mergers and acquisitions identified by FRD Center in the Romanian wine market include:



The domestic wine producer Sarica Niculitel has taken over in 2019 the Vinarte's winery in Buzau, SE Romania and the Prince Matei wine brand, in a transaction estimated at 1-2 mEUR.

In 2019 the Bucharest-based sparkling wine producer Zarea has taken over the Sange de Taur wine brand from the local wine producer Domeniile Tohani. The Sange de Taur brand is the top-selling red wine in Romania, according to Nielsen Audit retail FM 2019.

Alexandrion Group, the largest spirits producer on the domestic market, has acquired in 2018 the Halewood wine operations in Romania.

Market entry to Emerging Europe

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Beverages market in Romania

Beer - consumption

In regards to the market demand and consumption, the Romanian beer market has recorded 16.6 million hectolitres in 2018, up by 3% compared to 2017, according to Brewers of Romania Association.

The beer consumption per capita has reached 85 litres in Romania in 2018.

According to Brewers of Romania Association, the lager beer has recorded a share of 93.61% in the Romanians' preferences in 2018, followed by the specialties category (dark, unpasteurized, light, ale, red beer etc) with 2.25%, beer mixes and flavoured beers with 2.27% and non-alcoholic beer with 1.87%.

The number of craft beer brands is growing in retail, but they are facing the power, notoriety and price of classic beers, so that, compared to them, they still have limited space on the shelf.

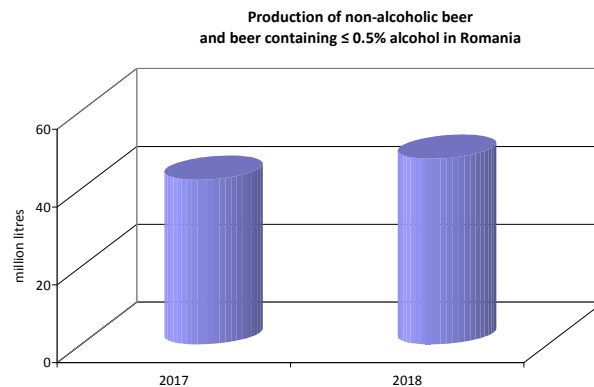


Beverages market in Romania

Beer - production

97% of the beer consumed in Romania is generated by the domestic production. The beer production is a driver of the Romanian economy by generating, directly and indirectly, over 85,000 jobs.

The number of brewers in Romania has increased to 56 in 2018, compared to 39 in 2017.



According to the FRD Center analysis based on Eurostat data, the Romanian production of beer made from malt (excluding non-alcoholic beer, beer containing $\leq 0,5\%$ by volume of alcohol, alcohol duty) has recorded almost 1,770 million litres in 2018, up by 0.5% compared to 2017.

The production of non-alcoholic beer and beer containing $\leq 0.5\%$ alcohol has registered 47.7 million litres in Romania in 2018, which represents a growth of 12.8% compared to 2017, according to the FRD Center calculations based on Eurostat data.



Beverages market in Romania

Beer - producers



Some of the main beer producers in Romania identified by FRD Center are: Ursus Breweries, Heineken Romania, Bergenbier, United Romanian Breweries Bereprod, Albrau Prod, Romaqua Group, Martens and Bermas.

Company name	Ursus Breweries SA
Website	www.ursus-breweries.ro
Ownership	foreign
Types of products	beer
Beer brands	Ursus, Timisoreana, Ciucas, Azuga, Stejar
TO evolution	364.9 mEUR in 2016 373.4 mEUR in 2017; +2% vs. 2016 396.8 mEUR in 2018; +6% vs. 2017
No of employees	1,504 in 2018
Recent investments, achievements	Ursus Breweries has completed in June 2019 an investment of 22 mEUR in expanding the production capacity of its plants in Brasov and Timisoara.



Beverages market in Romania

Beer - producers



Company name	Bergenbier SA
Website	www.bergenbier.ro
Ownership	foreign
Types of products	beer
Beer brands	Bergenbier, Stella Artois, Beck's, Staropramen, Noroc, Löwenbräu
TO evolution	127.3 mEUR in 2016 131.2 mEUR in 2017; +3% vs. 2016 138.5 mEUR in 2018; +6% vs. 2017
No of employees	635 in 2018
Recent investments, achievements	n/a



Beverages market in Romania

Beer - producers



Company name	Albrau Prod SA
Website	www.albrau.ro
Ownership	Romanian
Types of products	beer
Beer brands	Albrau, Dobru, Zimbru, Asbeer, private brands produced for retail chains
TO evolution	7.28 mEUR in 2016 6.75 mEUR in 2017; -7% vs. 2016 7.23 mEUR in 2018; +7% vs. 2017
No of employees	98 in 2018
Recent investments, achievements	n/a



Beverages market in Romania

Beer - sales

In IKA - the modern trade market monitored by RetailZoom - the sales of unfiltered and unpasteurized beer increased more than the total market: by volume, it increased by 63% in 2018 compared to 2017, and by value, the growth was of 61%.

According to the same source, in the format of supermarkets, the sales of unfiltered beer increased by 45.3% in volume in the mentioned time interval, this being the highest growth of the last 4 years. The evolution is due to the numerous launches and product listings in the modern trade for this type of beer - unfiltered, unpasteurized and / or artisanal.

In value, the growth was of 25.7% in 2018 vs. 2017.

According to the FRD Center analysis based on Eurostat data, the Romanian production of beer made from malt (excluding non-alcoholic beer, beer containing $\leq 0,5$ % by volume of alcohol, alcohol duty) has recorded almost 1,770 million litres in 2018, up by 0.5% compared to 2017.

The production of non-alcoholic beer and beer containing $\leq 0.5\%$ alcohol has registered 47.7 million litres in Romania in 2018, which represents and growth of 12.8% compared to 2017, according to the FRD Center calculations based on Eurostat data.



Beverages market in Romania

Beer – imports and exports

According to Brewers of Romania Association, the beer imports on the domestic market have recorded 0.54 million hectolitres in 2018, this representing a slight increase of 0.07 million hectolitres compared to the previous year.

Only 3% of the beer consumption in Romania is covered by imports.

The Romanian beer exports have reached 0.54 million hectolitres in 2018, according to Brewers of Romania Association.





Beverages market in Romania

Beer - importers

Some of the main beer importers in Romania identified by FRD Center are: Bere Bauturi Bucuresti, Alma Tim Distribution, World of Beer Distribution, Best Beverage Group, BDG Import, Cristalex 94 etc.

Company name	Bere Bauturi Bucuresti SA
Website	www.bere-bauturi.ro
Ownership	Romanian
Types of products	beer, ciders, wines, spirits
Beer imported brands	Amstel, Murphy's, Krusovice, Birra Moretti, Affligem, Monteith's etc
TO evolution	41.2 mEUR in 2016 42.1 mEUR in 2017; +2% vs. 2016 44.1 mEUR in 2018; +5% vs. 2017
No of employees	440 in 2018
Recent investments, achievements	Bere Bauturi Bucuresti has completed at the end of 2018 an investment of 4 mEUR in the acquisition and renovation of a commercial space in Constanta and transformed it into a logistic area.



Beverages market in Romania

Beer – craft beer

Produced in small independent production units, the Romanian craft beer market is in full expansion. The craft beer consumed in Romania is mainly produced domestically.



Currently, there are over 60 small producers of craft beer in Romania. Most of them are young entities, established during 2015 - 2019.

Some examples of local producers are: Fabrica de Bere Buna, HH Brewery, Berarium, Ninkasi, Oriel Beer & More, Hophead Brewing, Beraria Calul Bun, Urban Brewery etc.

Currently, the Romanian craft beer is mainly sold in the HoReCa sector. The market has entered a new phase in 2018 through the launching of the Beer Institute, a specialised concept store in Bucharest that gathers over 100 Romanian varieties of craft beer.

The imports of craft beer in Romania are low, the market being dominated by the domestic production.



Beverages market in Romania

Beer – craft beer marketing

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Craft beer movement is supported by numerous open air and urban festivals.



In-depth market analysis in Romania and Eastern Europe

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Are you looking for an in-depth market analysis provider? Is the Beverages Sector or the Food Sector of interest to you?

Based on your specific market research requirements, the FRD Center can generate a tailored market and competitors analysis in Romania or other emerging markets in Eastern Europe, CE and SE Europe.

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Beverages market in Romania

Soft drinks - consumption

As a result of the big investments in advertising and the Romanians' increasing appetite for consumption, the Romanian soft drinks market has matured and grown constantly in the past years, its consolidation being faster during 2015 - 2018.

The domestic soft drinks market is estimated at approximately 1.3 bn EUR in 2018.

The average annual consumption of soft drinks in Romania records approximately 71 litres per capita.

The most popular brands of soft drinks in Romania are Coca-Cola and Pepsi.

The healthy living trend has serious influence on the soft drinks market in Romania. This trend is reflected not only in the consumer behaviour, but also in marketing strategies used by the industry players.

New products are being launched in juice, waters, teas and carbonates with a focus on reduced calories, reduced sugar, replacing natural sweeteners and added vitamins.





Beverages market in Romania

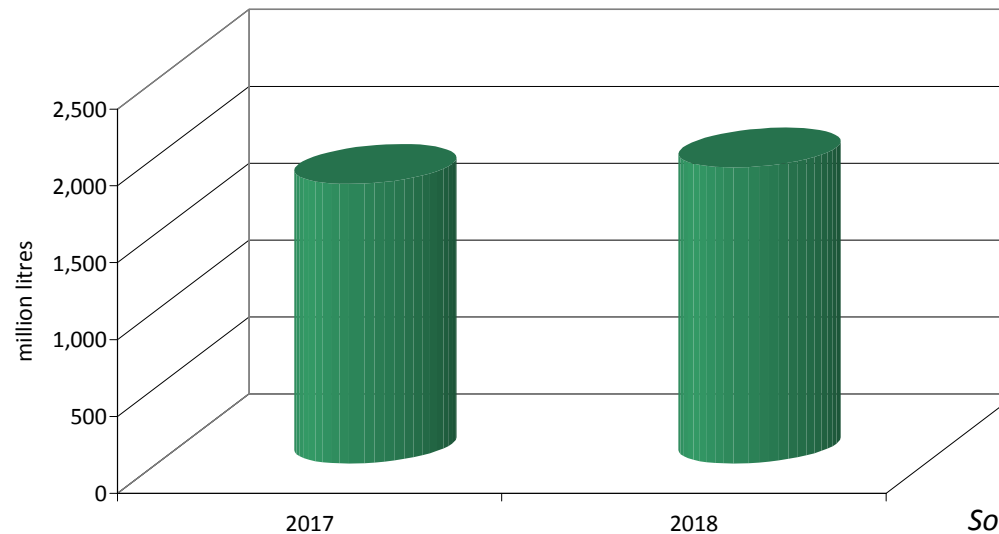
Soft drinks - production



Romania is a regional production centre of soft drinks in CE and SE Europe.

The production of waters with added sugar, other sweetening matter or flavoured, i.e. soft drinks (including mineral and aerated) has reached 1,926 million litres in 2018 in Romania, up by 5.9% compared to 2017, based on the FRD Center calculations using Eurostat data.

Production of waters, with added sugar, other sweetening matter or flavoured, i.e. soft drinks (including mineral and aerated) in Romania



Source: FRD Center, Eurostat



Beverages market in Romania

Soft drinks - producers



Coca-Cola HBC Romania is the main producer of soft drinks on the domestic market. Its sales of carbonated beverages have increased by 10.4% in 2018 compared to 2017.

Company name	Coca-Cola HBC Romania SRL
Website	https://ro.coca-colahellenic.com/ro/
Ownership	foreign
Types of products	soft drinks, bottled water
Soft drinks brands	Coca Cola, Fanta, Sprite, Schweppes, Cappy Pulpy
TO evolution	495.3 mEUR in 2016 485.8 mEUR in 2017; -2% vs. 2016 543.8 mEUR in 2018; +12% vs. 2017
No of employees	1,410 in 2018
Recent investments, achievements	Coca Cola HBC Romania has sold over 1.094 billion litres (192 million unit cases) in 2018, up by almost 9% compared to 2017.



Beverages market in Romania

Soft drinks - producers



Other producers of soft and carbonated drinks active on the Romanian market include Quadrant Amroq Beverages, Maspex Romania, Romaqua Group, European Drinks, Alconor Company etc.

Company name	Quadrant Amroq Beverages SRL
Website	www.pepsico.ro
Ownership	foreign
Types of products	soft drinks
Soft drinks brands	Pepsi, Prigat, 7Up, Mirinda, Lipton, Mountain Dew
TO evolution	169.3 mEUR in 2016 187.1 mEUR in 2017; +11% vs. 2016 208.6 mEUR in 2018; +11% vs. 2017
No of employees	726 in 2018
Recent investments, achievements	n/a



Beverages market in Romania

Soft drinks – imports-exports

According to the National Institute of Statistics consulted by FRD Center, the imports of soft drinks in Romania have recorded 1.16 million hectolitres in 2017, a decrease by 10% compared to 2016.

Approximately 7 - 9% of the Romanian production of soft drinks is exported, to countries such as Italy, Malta, Austria, Cyprus, Republic of Moldova, Hungary, Slovakia, Bulgaria, Croatia, Greece etc.

Some examples of importers of soft drinks in Romania are: BDG Import, Bautura Ta Online, Best Beverage Group, Alma Tim Distribution, Gemido Distribution etc.

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Specific market data



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with your specific requirements.



Beverages market in Romania

Natural juices - consumption



The healthy lifestyle trend is making a considerable impact on the Romanian consumption and market demand for natural juices of both fruit and vegetables

FRD Center has observed in this analysis that an increasing number of consumers of soft drinks are becoming more concerned about what they are drinking. Therefore, they have a tendency to shift from purchasing carbonated drinks to juice, which is perceived as healthier.

This migration has resulted in a positive performance for the juice category both in sales value and in sales volumes.





Beverages market in Romania

Natural juices - production

Some examples of brands of natural juices produced domestically are: Prigat, Giusto, Cappy, Fruttia, Tymbark.

Brands of organic natural juices produced in Romania include: Profructta (natural organic fruit juices), aRoma (natural fruit juices), Hipy (sea buckthorn bio juices), Biocat (sea buckthorn organic nectar and juices).

The certified organic producer Premium Fruct has in its portfolio a wide range of Profructta natural juices: apples, pears, cherries, sour cherries, many fruits mix, raspberry, blueberry, berry juices etc.

With the development of the market, but also of the tastes of the Romanians, small independent producers started to emerge, which has led to a steady increase in sales for this category in recent years.

According to domestic players, the Romanian market of natural drinks is constantly growing.

It has been noticed a general increase of interest in the area of natural consumption, especially from people with children and young people between 20-35 years old.



Beverages market in Romania

Natural juices - producers



FRD Center has identified several significant producers of natural juices in Romania. These are Coca-Cola HBC Romania, Quadrant Amroq Beverages, Romaqua Group, European Drinks, Maspex Romania, United Romanian Breweries Bereprod, Premium Fruct etc.

Company name	European Drinks SA
Website	www.europeandrinks.ro
Ownership	Romanian
Types of products	natural juices, bottled water, soft drinks
Natural juices brands	Fruttia
TO evolution	65.2 mEUR in 2016 57.9 mEUR in 2017; -11% vs. 2016 56.1 mEUR in 2018; -3% vs. 2017
No of employees	699 in 2018
Recent investments, achievements	n/a

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Beverages market in Romania

Energy drinks - consumption

The Romanian market of energy drinks has been estimated at approximately 55 mEUR in 2017.



According to market players, the consumption of energy drinks in Romania has recorded around 24 million litres in 2017.

Some examples of popular brands of energy drinks in Romania are Hell Energy, Red Bull, Burn, Tiger, Rienergy etc. Hell Energy is the leader of the Romanian market of energy drinks.



Beverages market in Romania

Energy drinks - producers



According to the FRD Center research, one local producer of energy drinks in Romania is European Food. In 2018, its turnover decreased by 10% compared to 2017.

Company name	European Food SA
Website	www.europeanfood.ro
Ownership	Romanian
Types of products	energy drinks, natural juices, beer, biscuits, wafers, snacks
Energy drinks brands	Rienergy
TO evolution	65.3 mEUR in 2016 59.8 mEUR in 2017; -8% vs. 2016 53.7 mEUR in 2018; -10% vs. 2017
No of employees	1,006 in 2018
Recent investments, achievements	n/a



Beverages market in Romania

Energy drinks – new launches



In 2019, Coca-Cola Romania announced the expansion of its portfolio by launching a new energy drink, Coca-Cola Energy.

Coca-Cola Energy competes with Burn and Monster, energy drink brands in the same producer's portfolio, but also with other powerful brands such as Red Bull.

Coca-Cola HBC Romania increased its energy sales by more than 10%, an evolution generated by the launch of Coke Energy.





Beverages market in Romania

Energy drinks - importers



Some of the Romanian importers of energy drinks identified by FRD Center are Floradi Prod Com, Queen Monaco Services, Gemido Distribution, Best Beverage Group, BDG Import.

Company name	Floradi Prod Com SRL
Website	www.floradi.ro
Ownership	Romanian
Types of products	energy drinks, bottled water, spirits etc
Imported brands of energy drinks	Monster, RockStar, Gatorade, Red Bull, True Energy
TO evolution	16 mEUR in 2016 17.1 mEUR in 2017; +7% vs. 2016 17.7 mEUR in 2018; +4% vs. 2017
No of employees	142 in 2018
Recent investments, achievements	n/a



Beverages market in Romania

Energy drinks – legislation

The Romanian Ministry of Public Finance has published on August 8, 2019 the Ordinance introducing in the Tax Code the tax on soft drinks with high sugar content.

The products affected by this measure are non-alcoholic beverages packed with a high content of free sugars (most commonly used in the food industry being sugar, sucrose and maltose) - more precisely, those containing at least 5 g of free sugars / 100 ml of sugar per product.

The ordinance provides for two levels of taxation, depending on the sugar content of these types of products:

- I. 0.8 lei / liter for soft drinks whose sugar content is between 5-8 g / 100 ml product
- II. 1 leu / liter for soft drinks whose sugar content is over 8 g / 100 ml product



Beverages market in Romania

Ciders – market demand



Cider is a relatively young sub-category of beverages on the Romanian market.

Despite this fact, according to a study made in May 2019 by the research agency Strategis for the Progresiv magazine, 50% of Romanians have consumed cider in the last year.

According to the same study, the Romanians drink two bottles of cider per occasion.

The main cider selection criteria are: flavour, price and brand awareness.



Beverages market in Romania

Ciders – market demand

In 2015 Heineken has launched in Romania the Strongbow cider produced in Bulgaria, thus creating a momentum to a niche segment that has proved very successful on the local market.

In Romania, Strongbow is available in the following variants: Gold, Pear (pears), Medium Dry and Red Berries (berries) with 0.33 cl glass and 0.4 cl dose. The product is available nationwide, in retail and HoReCa.

In the last 4 years, practically the market has been inundated by new brands, locally produced.

In 2016, Heineken Romania has launched two new cider brands, Cidru Mandru and Livada Secreta, produced in its local factory.

In 2019, Bergenbier launched the Stella Artois cider market with a premium brand of cider, with a percentage of natural fermented apple juice of over 65%





Beverages market in Romania

Ciders – local production

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The cider sector in Romania is an expanding and dynamic market, with significant growing potential.

According to RetailZoom, the sector is strongly concentrated, with two beer producers (Heineken and United Romanian Breweries Bereprod) and one sparkling wine producer (Zarea) controlling 99% of the Romanian market in 2018.

The main cider producers identified by FRD Center on the domestic market are: Heineken Romania, United Romanian Breweries Bereprod and Zarea.

FRD Center also identified an independent local cider producer: a Scottish relocated to Romania, called Alan Clarks.

He produces the cider with the brand Clarks, which is positioned as a Romanian product, a cider obtained 100% by fermentation of natural juice, squeezed only from Romanian apples.





Tailored market analysis



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with your market research brief.



Beverages market in Romania

Bottled water - consumption



The annual consumption of bottled water records 90.2 litres per capita in Romania.

According to GfK, in the period June 2018 - May 2019, the segment of still water has represented over 60% of the water sales in volume and value in Romania.

According to Euromonitor, the still bottled water segment in Romania continues to advance at a much faster pace year on year in terms of volume sales compared to the carbonated bottled water.





Beverages market in Romania

Bottled water - production

The Romanian bottled water is dominated by the domestic production.

The Romanian production of mineral waters and aerated waters, unsweetened has recorded 2,029 million litres in 2018, a decrease by 3.9% compared to the previous year, according to the FRD Center calculations based on Eurostat data.

The local producers Romaqua Group, Coca-Cola HBC, Maspex Romania, Perla Harghitei and Carpathian Springs have a cumulated share of 50% in volume and over 60% in value.

Borsec, produced by Romaqua Group, is the most powerful Romanian brand, according to Top 100 of the strongest Romanian brands in 2018, launched by Biz together with Unlock Market Research.

Various investments in the sector have taken place recently in Romania.

One example is Coca-Cola HBC which has launched in April 2019 a new water bottling line at its factory in Poiana Negrii, Suceava county, following an investment of 11 mEUR.



Beverages market in Romania

Bottled water - producers



Some of the Romanian bottlers of natural water identified by FRD Center are Romaqua Group, Dorna Apemin (controlled by Coca-Cola HBC), Maspex Romania, Carpathian Springs, Perla Harghitei, European Drinks, Apemin Tusnad, Apemin Zizin etc.

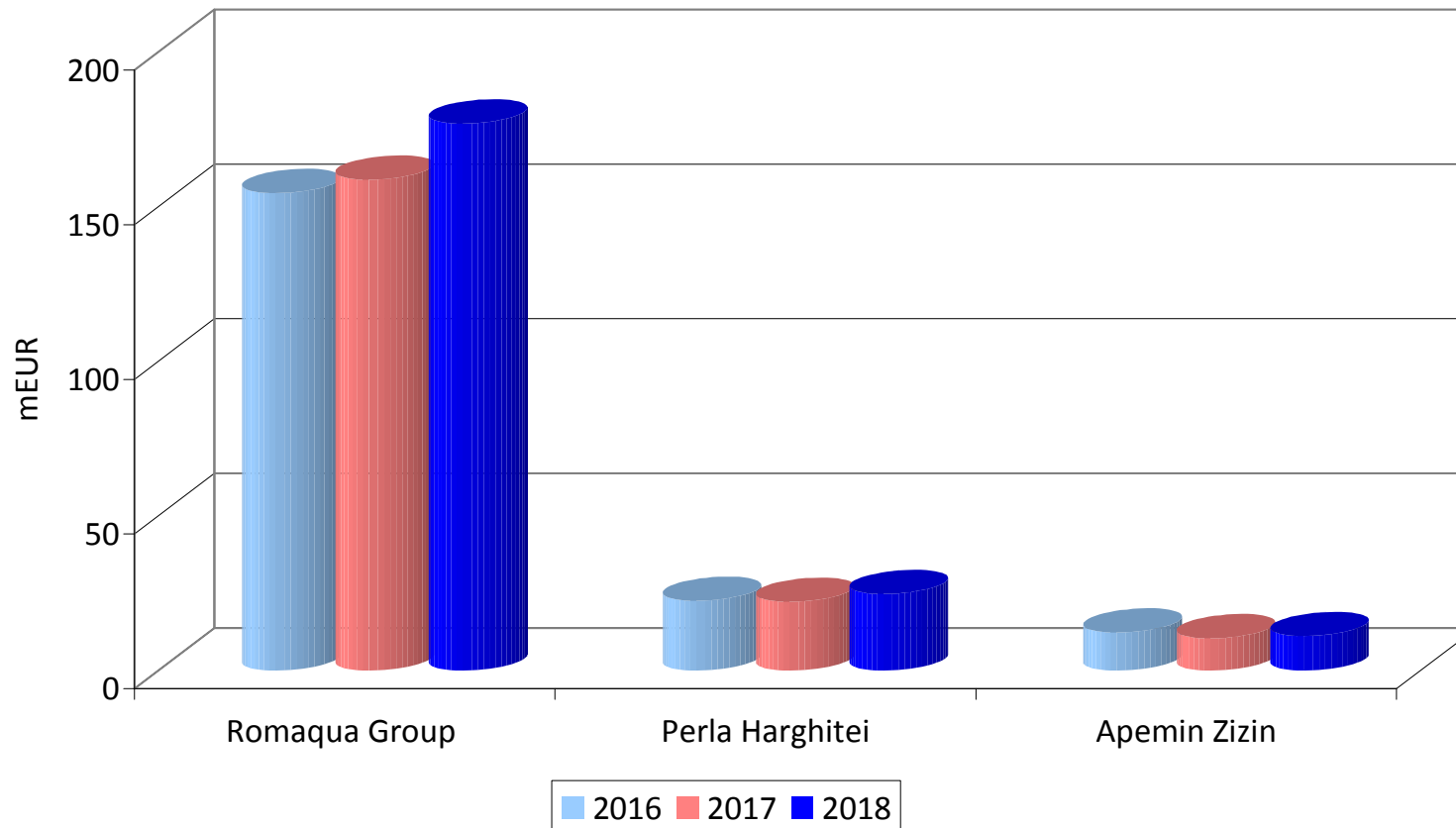
Company name	Romaqua Group SA
Website	www.romaqua-group.ro
Ownership	Romanian
Types of products	bottled water, soft drinks, beer
Bottled water brands	Borsec, Aquatique, Stancenii
TO evolution	154.4 mEUR in 2016 158.7 mEUR in 2017; +3% vs. 2016 176.9 mEUR in 2018; +11% vs. 2017
No of employees	1,983 in 2018
Recent investments, achievements	Currently Romaqua invests almost 12 mEUR in order to expand its Aquatique water production capacity.



Beverages market in Romania

Bottled water - producers

Turnover dynamics of three producers of bottled water in Romania





Conclusion

What are the opportunities presented by the markets in Emerging Europe? How to generate a multi-country in-depth market analysis?

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Are you a foreign investor / group looking to analyse and enter the Eastern European markets through an acquisition of a Romanian player? Are you looking to generate strategic partnerships with local players in countries such as Romania, Poland, Hungary, Lithuania, Bulgaria etc.?

Perhaps we can collaborate.

As one of the pioneer privately owned market entry advisory firms in Romania, operating for almost 20 years in this market, FRD Center has high competencies in multi-country market analysis and is quite well placed to assist foreign buyers with their Deal Origination and Acquisition Target Search in Romania and the region.

FRD Center has been assisting foreign investors with their market researches and competitive analyses in Romania and other markets in Emerging Europe.





Market Entry with FRD Center





For an offer of tailor-made market research and intelligence, deal origination, B2B matchmaking, background checks on players, competitive analysis, M&A consulting services in Romania and the region, contact:



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