

# Romania: Tea - Market Report. Analysis And Forecast To 2025





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# B 1. INTRODUCTION

## 1.1 REPORT DESCRIPTION

The report provides an in-depth analysis of the tea market in Romania. It presents the latest data of the market size and volume, European production, exports and imports, price dynamics and turnover in the industry. The report shows the sales data, allowing you to identify the key drivers and restraints. You can find here a strategic analysis of key factors influencing the market. Forecasts illustrate how the market will be transformed in the medium term. Profiles of the leading companies and brands are also included.

Countries coverage: Romania

Product coverage: Green tea (not fermented), black tea (fermented) and partly fermented tea, in immediate packages of a content not exceeding 3 kg.

Data coverage:

- Tea market size and value in Romania
- Volume and dynamics of tea production in Romania
- Volume and dynamics of exports/imports
- Producer prices, import/export prices for tea
- Tea market trends, drivers and restraints
- Forecast of the market dynamics in the medium term
- Per capita consumption of tea in Romania

Why buy this report'

- Get the full picture of the market
- Identify Key success factors on the tea market in Romania
- Adjust your marketing strategy

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## 2. EXECUTIVE SUMMARY

### 2.1 KEY FINDINGS

Table 1: Key Findings

Key findings in 2015

Market Volume	thousand units	***
	% to 2014	***
Market Value in *** prices	million EUR	***
	% to 2014	***
Production	thousand units	***
	% to 2014	***
	million EUR	***
	% to 2014	***
Imports	thousand units	***
	% to 2014	***
	million EUR	***
	% to 2014	***
Exports	thousand units	***
	% to 2014	***
	million EUR	***
	% to 2014	***

Source: \*\*\*

### 2.2 MARKET TRENDS

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# B 3. MARKET OVERVIEW

## 3.1 MARKET VOLUME AND VALUE

Figure 1: Market Volume, in Physical Terms, 2007-2015  
(thousand units, y-o-y)



Source: \*\*\*

Figure 2: : Market Value, in Value Terms, 2007-2015  
(million EUR, y-o-y)



Source: \*\*\*



Table 2: Market Volume, in Physical Terms, 2007-2015  
(thousand units)

Product	Unit	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007-2015
Domestic production	units	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Imports	units	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Exports	units	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Market Volume	units	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

Table 3: Market Value, in Value Terms, 2007-2015  
(million EUR), in producer and import/export prices

Product	Unit	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007-2015
Domestic production	EUR	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Imports	EUR	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Exports	EUR	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Market Volume	EUR	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*



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Figure 3: Market Structure – Domestic Supply Vs. Imports, in Physical Terms, 2007-2015 (% base on units)



Source: \*\*\*

Figure 4: Market Structure – Domestic Supply Vs. Imports, in Value Terms, 2007-2015 (% base on EUR), in producer and importer prices/ in exporter and importer prices



Source: \*\*\*

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**3.2 TRADE BALANCE**

Figure 5: Trade Balance, in Physical Terms, 2007-2015  
(thousand units)



Source: \*\*\*

Figure 6: Trade Balance, in Value Terms, 2007-2015  
(million EUR), in import/export prices



Source: \*\*\*

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**3.3 MARKET SEGMENTATION BY TYPE**

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Table 4: Per Capita Consumption from 2007-2015  
(unit/year and EUR /year)

Item	Unit	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007- 2015
Per capita consumption	unit/year	***	***	***	***	***	***	***	***	***	***
Per capita consumption	EUR/year	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

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**3.4 MARKET OPPORTUNITIES**

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Table 6: Comparison of Consumption, Production and Imports

Type	Total demand	Total production		Total net imports		Share of import in total demand	IB Index
	2015	2015	CAGR 2007-2015	2015	CAGR 2007-2015	2015	2015
Cntr	***	***	***	***	***	***	***
EU-28	***	***	***	***	***	***	***

Source: \*\*\*

**3.5 MARKET FORECAST TO 2025**

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Figure 7: Market Forecast to 2025



Source: \*\*\*

## B 4. PRODUCTION

### 4.1 PRODUCTION FROM 2007-2015

Figure 8: Production, in Physical Terms, 2007–2015  
(thousand units)



Source: \*\*\*

Figure 9: Production, in Value Terms, 2007–2015  
(million EUR)



Source: \*\*\*

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## 4.2 PRODUCTION BY TYPE

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Table 5: Production, in Physical Terms, 2007-2015  
(thousand units)

Type/Period	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007-2015
Type 1	***	***	***	***	***	***	***	***	***	***
Type 2	***	***	***	***	***	***	***	***	***	***
Type 3	***	***	***	***	***	***	***	***	***	***
Type 4	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

Figure 10: Production, by Type, 2015  
(%, based on units)



Source: \*\*\*

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Figure 11: Production, in Physical Terms, by Type, 2007–2015  
(thousand units)



Source: \*\*\*

## B 5. IMPORTS

### 5.1 IMPORTS BY TYPE FROM 2007-2015

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Table 11: Imports, in Physical and Value Terms, by Type, 2007-2015  
(thousand units, million USD)

Type	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR 2007- 2015
<b>physical terms</b>										
Type 1	***	***	***	***	***	***	***	***	***	***
Type 2	***	***	***	***	***	***	***	***	***	***
Type 3	***	***	***	***	***	***	***	***	***	***
Type 4	***	***	***	***	***	***	***	***	***	***
Type 5	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***
<b>value terms</b>										
Type 1	***	***	***	***	***	***	***	***	***	***
Type 2	***	***	***	***	***	***	***	***	***	***
Type 3	***	***	***	***	***	***	***	***	***	***
Type 4	***	***	***	***	***	***	***	***	***	***
Type 5	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*



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Figure 12: Imports, in Physical Terms, by Type, 2007-2015  
(thousand units)



Source: \*\*\*

Figure 13: Imports, in Value Terms, by Type, 2007-2015  
(million USD)



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## 5.2 IMPORTS BY COUNTRY

Figure 14: Imports, in Physical Terms, by Country, 2015  
(%, based on units)



Source: \*\*\*

Table 10: Imports, in Physical Terms, by Country, 2007-2015  
(thousand units)

COUNTRY/PERIOD	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR 2007-2015
Country A	***	***	***	***	***	***	***	***	***	***
Country B	***	***	***	***	***	***	***	***	***	***
Country C	***	***	***	***	***	***	***	***	***	***
Country D	***	***	***	***	***	***	***	***	***	***
Country E	***	***	***	***	***	***	***	***	***	***
Country F	***	***	***	***	***	***	***	***	***	***
Country G	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

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### 5.4 IMPORT PRICES BY COUNTRY

Figure 15: Import Prices, by Country, 2007-2015  
(USD per unit)



Source: \*\*\*

# B 6. EXPORTS

## 6.1 EXPORTS BY TYPE FROM 2007-2015

Table 6: Exports, in Physical and Value Terms, by Type, 2007-2015  
(thousand units, million USD)

Type	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR 2007- 2015
<b>physical terms</b>										
Type 1	***	***	***	***	***	***	***	***	***	***
Type 2	***	***	***	***	***	***	***	***	***	***
Type 3	***	***	***	***	***	***	***	***	***	***
Type 4	***	***	***	***	***	***	***	***	***	***
Type 5	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***
<b>value terms</b>										
Type 1	***	***	***	***	***	***	***	***	***	***
Type 2	***	***	***	***	***	***	***	***	***	***
Type 3	***	***	***	***	***	***	***	***	***	***
Type 4	***	***	***	***	***	***	***	***	***	***
Type 5	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

Figure 16: Exports, in Physical Terms, by Type, 2007-2015  
(thousand units)



Source: \*\*\*

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Figure 17: Exports, in Value Terms, by Type, 2007-2015  
(million USD)



Source: \*\*\*

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## 6.2 EXPORTS BY COUNTRY

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Figure 18: Exports, in Physical Terms, by Country, 2015  
(%, based on units)



Source: \*\*\*

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Figure 19: Exports, in Physical Terms, by Country, 2007-2015 (thousand units)



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Figure 20: Exports, in Value Terms, by Country, 2007-2015 (million USD)



Source: \*\*\*

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## 6.3 EXPORT PRICES

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Table 7: Export Prices, by Country, 2007-2015  
(USD per unit)

COUNTRY/PERIOD	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR 2007- 2015
Country A	***	***	***	***	***	***	***	***	***	***
Country B	***	***	***	***	***	***	***	***	***	***
Country C	***	***	***	***	***	***	***	***	***	***
Country D	***	***	***	***	***	***	***	***	***	***
Country E	***	***	***	***	***	***	***	***	***	***
Country F	***	***	***	***	***	***	***	***	***	***
Country G	***	***	***	***	***	***	***	***	***	***
Average	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*



# B 7. PRICES AND PRICE DEVELOPMENT

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## 7.1 PRODUCER PRICES ON THE DOMESTIC MARKET

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Table 8: Producer Prices in Industry, Domestic Market - Monthly Data (2010 = 100), by Country

*INDIC\_BT Domestic output price index - in national currency*

*NACE\_R2 Manufacture of \*\*\**

*Special value:*

*: not available*

Country	2015 M01	2015 M02	2015 M03	2015 M04	2015 M05	2015 M06	2015 M07	2015 M08	2015 M09
European Union (28 COUNTRY)	***	***	***	***	***	***	***	***	***
European Union (27 COUNTRY)	***	***	***	***	***	***	***	***	***
European Union (15 COUNTRY)	***	***	***	***	***	***	***	***	***
Euro area (18 COUNTRY)	***	***	***	***	***	***	***	***	***
Euro area (17 COUNTRY)	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***
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Country	***	***	***	***	***	***	***	***	***

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Country	2015 M01	2015 M02	2015 M03	2015 M04	2015 M05	2015 M06	2015 M07	2015 M08	2015 M09
Country	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***
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Country	***	***	***	***	***	***	***	***	***

Source: \*\*\*

Table 9: Producer Prices in Industry, Domestic Market - Annual Data (2010 = 100), by Country

INDIC\_BT Domestic output price index - in national currency

NACE\_R2 Manufacture of \*\*\*

Special value:  
: not available

Country	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
European Union (28 COUNTRY)	***	***	***	***	***	***	***	***	***	***
European Union (27 COUNTRY)	***	***	***	***	***	***	***	***	***	***
European Union (15 COUNTRY)	***	***	***	***	***	***	***	***	***	***
Euro area (18 COUNTRY)	***	***	***	***	***	***	***	***	***	***
Euro area (17 COUNTRY)	***	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***	***
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Country	***	***	***	***	***	***	***	***	***	***

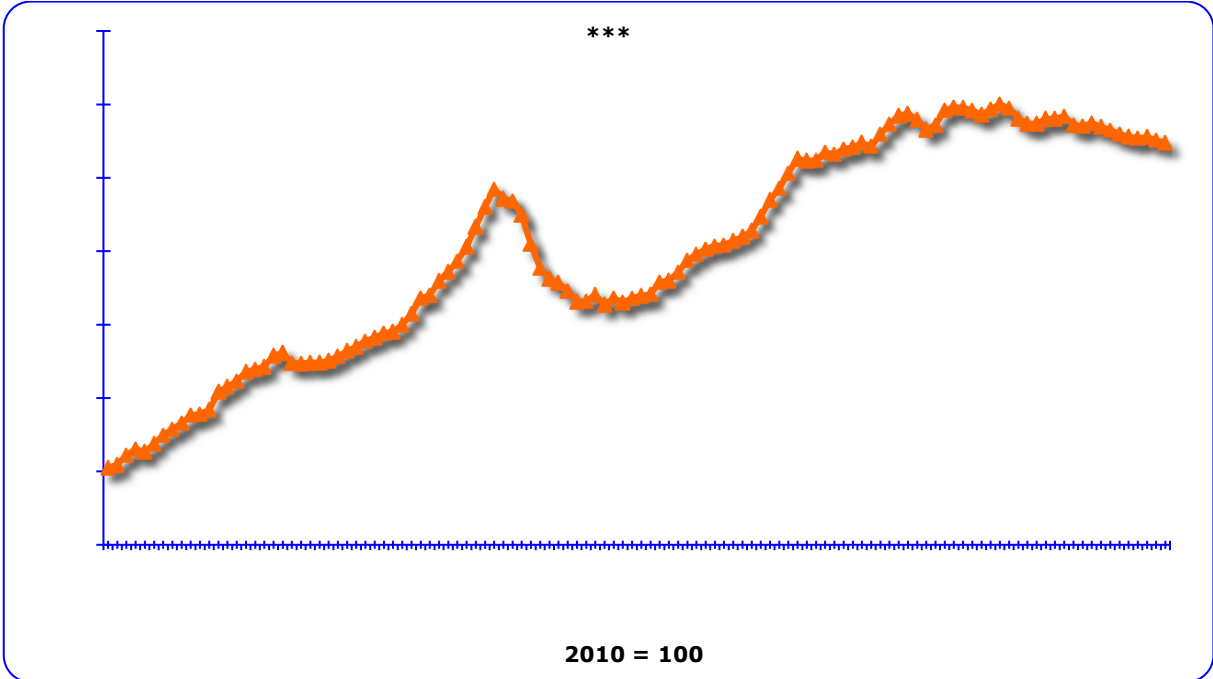
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Country	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Country	***	***	***	***	***	***	***	***	***	***
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Source: \*\*\*

Figure 21: Producer Prices in Industry - Domestic Output Price Index - in National Currency

INDIC\_BT Domestic output price index - in national currency  
 NACE\_R2 Manufacture of \*\*\*



Source: \*\*\*



7.2 PRODUCER PRICES ON THE NON-DOMESTIC MARKET

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Table 10: Producer Prices in Industry, Non-Domestic Market - Monthly Data (2010 = 100), by Country

INDIC\_BT Non-domestic output price index - in national currency

NACE\_R2 Manufacture of \*\*\*

Special value:

: not available

Country	2015 M01	2015 M02	2015 M03	2015 M04	2015 M05	2015 M06	2015 M07	2015 M08	2015 M09
European Union (28 COUNTRY)	***	***	***	***	***	***	***	***	***
European Union (27 COUNTRY)	***	***	***	***	***	***	***	***	***
European Union (15 COUNTRY)	***	***	***	***	***	***	***	***	***
Euro area (18 COUNTRY)	***	***	***	***	***	***	***	***	***
Euro area (17 COUNTRY)	***	***	***	***	***	***	***	***	***
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Country	***	***	***	***	***	***	***	***	***

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Country	2015 M01	2015 M02	2015 M03	2015 M04	2015 M05	2015 M06	2015 M07	2015 M08	2015 M09
Country	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***

Source: \*\*\*

Table 11: Producer Prices in Industry, Non-Domestic Market - Annual Data (2010 = 100), by Country

*INDIC\_BT* Non-domestic output price index - in national currency

*NACE\_R2* Manufacture of \*\*\*

Special value:

: not available

Country	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
European Union (28 COUNTRY)	***	***	***	***	***	***	***	***	***	***
European Union (27 COUNTRY)	***	***	***	***	***	***	***	***	***	***
European Union (15 COUNTRY)	***	***	***	***	***	***	***	***	***	***
Euro area (18 COUNTRY)	***	***	***	***	***	***	***	***	***	***
Euro area (17 COUNTRY)	***	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***	***
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Country	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Country	***	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***	***
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Source: \*\*\*

Figure 22: Producer Prices in Industry – Non-Domestic Output Price Index - in National Currency

INDIC\_BT Non-domestic output price index - in national currency

NACE\_R2 Manufacture of \*\*\*



Source: \*\*\*

**B**

# 8. TRADE STRUCTURE AND CHANNELS

## 8.1 MAJOR TRADE CHANNELS

...

## 8.2 PRICE STRUCTURE

...

## B

# 9. BUSINESS ENVIRONMENT OVERVIEW

## 9.1 STRUCTURAL PROFILE

...

Table 19: Key Indicators, Type of Manufacturing, 2012

*Special value:**: not available*

Country	Number of enterprises	Number of persons employed	Turnover	Value added	Personnel costs
	(Units)			(EUR million)	
Country	***	***	***	***	***
Country	***	***	***	***	***
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Country	***	***	***	***	***

Source: \*\*\*



## B

## 9.2 COUNTRY ANALYSIS

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Table 12: Largest and Most Specialised Countries in Type of Manufacturing

Country	Value added	(% share of EU-28 value added)
Country A	***	***
Country B	***	***
Country C	***	***
Country D	***	***
Country E	***	***
Country F	***	***
Country G	***	***
Country H	***	***
Country I	***	***
Country J	***	***

Source: \*\*\*

## 9.3 SIZE CLASS ANALYSIS

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Table 13: Number of Persons Employed by Enterprise Size Class, Type of Manufacturing, 2012

Special value:  
: not available

Country	From 0 to 9 persons employed	From 10 to 19 persons employed	From 20 to 49 persons employed	From 50 to 249 persons employed	250 persons employed or more
EU-28	***	***	***	***	***
EU-27	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
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Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***

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Country	From 0 to 9 persons employed	From 10 to 19 persons employed	From 20 to 49 persons employed	From 50 to 249 persons employed	250 persons employed or more
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
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Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***

Source: \*\*\*

Table 14: Value Added by Enterprise Size Class, Type of Manufacturing, 2012 (million EUR)

Special value:  
: not available

Country	From 0 to 9 persons employed	From 10 to 19 persons employed	From 20 to 49 persons employed	From 50 to 249 persons employed	250 persons employed or more
EU-28	***	***	***	***	***
EU-27	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
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Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***

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Country	From 0 to 9 persons employed	From 10 to 19 persons employed	From 20 to 49 persons employed	From 50 to 249 persons employed	250 persons employed or more
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
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Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***

Source: \*\*\*

Figure 23: Relative Importance of Enterprise Size Classes, Type of Manufacturing, 2012  
(% share of sectoral total)

The size of each bubble is proportional to the Value added of each size class rebased.



Source: \*\*\*

## **B** 10. COMPANY PROFILES

...

**B**

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