

Evolutions of the coffee market in Romania

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ABSTRACT

Worldwide, coffee is the second most consumed beverage, after water. In economic terms it is an important market, and for developing countries it is the second largest export commodity (after crude oil), with an export value estimated to USD 19 billion in 2010. The paper is analyzing the position of Romania on the world and EU coffee market, in terms of imports, consumption and re-exports, as well as the relationship between the level of the domestic consumption and the taxes paid by the Romanian coffee consumers. With the third lowest per capita consumption in the EU, the Romanian coffee market has an important potential for further development, but only in more favorable economic environment, after overcoming the crisis.