



Perla Harghitei S.A. announces a 26% increase in turnover in 2024, surpassing the growth rate of the mineral water market

Performance driven by a strengthened commercial team, expanded sales channels, and investments in operational efficiency. Double-digit growth expected in 2025

Perla Harghitei, one of the leading players in Romania's natural mineral water market, recorded a turnover of €38.5 million in 2024, marking a 26% increase compared to the previous year. This achievement is particularly notable in the context of a mature and highly competitive market, which registered a single-digit volume growth on average.

The company's results were supported by several strategic factors, including the development of its commercial team, the expansion and strengthening of its distribution channels (modern and traditional trade, HoReCa, and eCommerce), and investments in promoting its two key brands – Perla Harghitei and TIVA Harghita. Growth was also driven by investments in production infrastructure.

One of the key investments completed in 2024 was a new water management station, worth €5.4 million. This enabled the company to reduce annual water loss by approximately 5 million liters and contributed to improved sustainability and operational efficiency. Investments continue this year, with a major project involving the installation of a photovoltaic system with an annual production capacity of approximately 890 MWh – enough to cover winter energy consumption. The €450,000 investment, of which €360,000 comes from European funds, is expected to reduce CO₂ emissions by around 545 tons per year.

“We’ve proven that strong performance is possible in a complex and crowded industry. 2024 was a year of development – we invested in people, processes, innovation, and strategic sales channels, and the results speak for themselves. We look toward 2025 with confidence and remain committed to our goal: healthy, sustainable growth built responsibly – with care for resources, our team, and our partners,” said Mihai Neagu, CEO of Perla Harghitei.

The company's upward trend is expected to continue in 2025. In the first quarter, Perla Harghitei saw a 21% increase in volume, and for the full year, the company forecasts further double-digit growth, outpacing the category's growth rate. Perla Harghitei continues to strengthen its leadership position in the returnable glass bottled mineral water segment, registering a 31% volume increase (units sold) compared to the previous year.

The company's ongoing development strategy includes investments in green energy, digitalization, and process optimization.

Recent performance and a firm commitment to innovation, sustainability, and operational excellence have brought significant recognition. Earlier this year, Perla Harghitei S.A. was certified under Deloitte's international “Best Managed Companies” program, joining 20 other top entrepreneurial Romanian companies. The award recognizes excellence in management, sustainable growth strategies, and adaptability to the challenges of a dynamic market.

About Perla Harghitei

Perla Harghitei is one of Romania's most important producers of natural mineral water, with over 50 years of bottling tradition and a strong commitment to quality, sustainability, and innovation. The factory is located in Sâncrăieni, Harghita County – at the foot of the Harghita Mountains, in the Lower Ciuc Basin, a volcanic area renowned for the exceptional quality of its water sources.

The company bottles and distributes the Perla Harghitei and Tiva Harghita brands in still, carbonated, and lightly carbonated versions, available across all major distribution channels in Romania. Moreover, Perla Harghitei is a market leader in the returnable glass bottled mineral water segment and a benchmark in operational excellence.

The natural mineral water has a balanced mineral salt content and is rich in bicarbonates, calcium, sodium, and magnesium – making it suitable for all consumer categories.

In 2025, the company received the Deloitte “Best Managed Companies” certification, recognizing the best-managed entrepreneurial companies. Additionally, the quality and taste of its products were certified in 2024 by the International Taste Institute (Brussels), achieving top scores.

With over 280 employees and ongoing investments in technology, sustainability, and energy efficiency, Perla Harghitei S.A. is a Romanian entrepreneurial organization that blends tradition, expertise, and authenticity with performance, actively contributing to the economic development of local communities and the protection of natural resources.

Media Contact:
Larisa Ghițulescu | Media Consultant
+40 774 627 236
Email: media@perlaharghitei.ro