

Alcoholic Drinks in Romania

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Report description:

During 2020, the pandemic drove a shift in demand for alcoholic drinks from the on-trade to the off-trade, and this was only partially reversed in 2021, as COVID-19 restrictions remained in force for much of the year. However, the fact that they were relaxed during the summer months due to a decline in the number of COVID-19 cases did provide a degree of support to on-trade demand. The impact of this was heightened by the fact that both the European Football Championships and the Olympic games t...

Euromonitor International's Alcoholic Drinks in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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