

Cider/Perry in Romania

Market Direction | 2022-07-11 | 26 pages | Euromonitor

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Report description:

Demand for cider/perry remains quite limited in Romania, but it had been growing rapidly in the review period prior to the onset of the pandemic due to widening distribution and increased consumer awareness. During 2020, on-trade volume sales plunged by almost a third due to pandemic restrictions, and they recovered only partially in 2021. However, off-trade volume sales continued to expand during both 2020 and 2021 - albeit at a much slower pace than earlier in the review period.

Euromonitor International's Cider/Perry 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.

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

Why buy this report?

- * Get a detailed picture of the Cider/Perry 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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CIDER/PERRY IN ROMANIA

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On-trade volume sales hard hit by pandemic

Strong marketing push helps Heineken dominate

Consumption remains seasonal and largely limited to urban areas and tourist resorts

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Mounting inflationary pressure could impede on-trade recovery

Focus on heritage could help local player Zarea emerge as the leading challenger to Heineken

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