

Rtds in Romania

Market Direction | 2022-07-11 | 27 pages | Euromonitor

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Report description:

Total volume sales of RTDs slumped by almost a fifth during 2020 and recovered only partially in 2021. Unsurprisingly, on trade demand bore the brunt of this, with on-trade volume sales plunging by almost a third during 2020. On-trade demand is more significant for RTDs than most other types of alcoholic drinks in Romania, with spirit-based RTDs dominant. These products are particularly appealing to younger consumers. However, they face strong competition from home-made mixes of spirits like vod...

Euromonitor International's RTDs 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: Malt-based RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- * Get a detailed picture of the RTDs 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
July 2022

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On-trade struggles to recover from pandemic hit

Bacardi Breezer and Smirnoff Ice dominate

Sangria dominates wine-based RTDs

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