

## **Spirits in Romania**

Market Direction | 2022-07-11 | 35 pages | Euromonitor

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### **Report description:**

Total volume sales of spirits rebounded during 2021 but remained well below their pre-pandemic level. 2020 saw a shift in demand from the on-trade to the off-trade, and this was only partly reversed during 2021, as COVID-19 restrictions remained in force for much of the year. However, these restrictions were relaxed during the summer months, which boosted demand for spirits used to make cocktails.

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- \* Get a detailed picture of the Spirits 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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##### 2021 DEVELOPMENTS

Pandemic restrictions hammer on-trade demand

Affordable local spirits weather the pandemic economic storm relatively well

Many local consumers continue to buy their spirits from illegal micro-distilleries

##### PROSPECTS AND OPPORTUNITIES

Burgeoning cocktail culture will spur recovery

Leader Alexandrion Group set to expand both domestically and internationally

Diageo Plc set to expand its presence

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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