

Wine in Romania

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

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Report description:

Total retail volume sales of wine began to rebound during 2021, but they remained below their pre-pandemic peak. This was particularly the case for on-trade volume sales. COVID-19 continued to impact on-trade sales during 2021, as restrictions were imposed during the first and fourth quarters of the year. However, the relaxation of restrictions during the summer months boosted demand for spritz - a mixture of white wine with soda or sparkling water, which is quite popular among local consumers.

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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WINE IN ROMANIA

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2021 DEVELOPMENTS

Pandemic restrictions continue to weigh on demand

Economic shock of COVID-19 boosts demand for local brands

Modern grocery retailers now dominate distribution, but the pandemic has spurred e-commerce expansion

PROSPECTS AND OPPORTUNITIES

Amid mounting inflationary pressure, the post-pandemic recovery in on-trade demand will be sluggish

Heightened price sensitivity will boost demand for lower-priced offerings

E-commerce will continue to grow in importance

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