

## **Cider/Perry in Romania**

Market Direction | 2023-06-27 | 27 pages | Euromonitor

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### **Report description:**

The performance of cider/perry in Romania in 2022 was greatly influenced by several significant factors. On the one hand, there was a marked increase in product prices, and on the other, there was a reduction in consumer purchasing power. The decline in available income proved to be a determining factor for the off-trade volume decline, particularly given the product's seasonality with a consumption peak during the warmer months.

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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Non Alcoholic Cider/Perry, Regular Cider/Perry.

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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Euromonitor International  
June 2023

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