

## **Rtds in Romania**

Market Direction | 2023-06-27 | 28 pages | Euromonitor

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### **Report description:**

RTDs in Romania experienced marginal volume growth in the off-trade sector in 2022, primarily driven by an expanding portfolio of available brands and varieties. These brands fall predominantly under the umbrella of established spirits brands that already enjoy high visibility and popularity among consumers. This positive growth trend has been inextricably tied to the burgeoning cocktail culture, which is making its presence felt not just in bars and restaurants, but also in home consumption of...

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 (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: Malt-based RTDs, Non Alcoholic 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  
June 2023

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Off-trade volume growth spurred by brand expansion and rising cocktail culture in 2022, though on-trade growth suffers  
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Wine-based RTDs lose ground in the off-trade thanks to limited availability and brands

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