

Wine in Romania

Market Direction | 2023-06-27 | 36 pages | Euromonitor

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Report description:

Wine in Romania witnessed a volume sales decrease in both off-trade and on-trade sectors in 2022, largely due to the reduction in purchasing power triggered by soaring inflation and the cost of living. The majority of the population found their disposable incomes dwindling, further compounded by an increase in the average shelf price of wine, which subsequently led to a volume decline in off-trade sales.

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 (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: Fortified Wine and Vermouth, Non Alcoholic Wine, 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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Table of Contents:

Wine in Romania
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List Of Contents And Tables

WINE IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Socioeconomic factors prompt decline, while traditional consumption habits support sales shift

Domestic preferences and local varieties shape category

Grocery stores home to largest sales, while premiumisation trend persists

PROSPECTS AND OPPORTUNITIES

Off-trade sales to rise moderately, outpaced by on-trade growth

National and international rankings unlikely to see significant changes

Sparkling wine set to see most rapid rises

CATEGORY DATA

Table 1 Sales of Wine by Category: Total Volume 2017-2022

Table 2 Sales of Wine by Category: Total Value 2017-2022

Table 3 Sales of Wine by Category: % Total Volume Growth 2017-2022

Table 4 Sales of Wine by Category: % Total Value Growth 2017-2022

Table 5 Sales of Wine by Off-trade vs On-trade: Volume 2017-2022

Table 6 Sales of Wine by Off-trade vs On-trade: Value 2017-2022

Table 7 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2017-2022

Table 10 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2017-2022

Table 11 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2017-2022

Table 12 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2017-2022

Table 13 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 14 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 15 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2019-2022

Table 16 □GBO Company Shares of Champagne: % Total Volume 2018-2022

Table 17 □NBO Company Shares of Champagne: % Total Volume 2018-2022

Table 18 □LBN Brand Shares of Champagne: % Total Volume 2019-2022

Table 19 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 20 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 21 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2019-2022

Table 22 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 23 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 24 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2019-2022

Table 25 □Forecast Sales of Wine by Category: Total Volume 2022-2027

Table 26 □Forecast Sales of Wine by Category: Total Value 2022-2027

Table 27 □Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027

Table 28 □Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

ALCOHOLIC DRINKS IN ROMANIA

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EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 1 Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 29 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 30 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 31 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 32 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 33 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 34 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 35 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 36 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 37 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 38 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 39 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 40 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 41 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 42 Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 43 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 44 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 3 Research Sources

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