

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.

Scotts International. EU Vat number: PL 6772247784

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WINE IN ROMANIA

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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

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