

Spirits in Romania

Market Direction | 2024-06-25 | 33 pages | Euromonitor

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Report description:

Spirits suffered from inflationary pressures in 2023 with higher input costs associated with energy and raw materials driving up average prices in Romania. Excise duty also increased in January 2023 which contributed to price growth and the weaker demand for spirits. Manufacturers were forced to pass these costs on to consumers with the price rises contributing to value growth. Total volume sales fell into decline in both the on-trade and off-trade as consumers cut back on consumption. Healthier...

Euromonitor International's Spirits 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Spirits 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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