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Alcoholic Drinks in Romania

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Abstracts

Alcoholic drinks witnessed steeper volume sales decline in 2023 as the high costs of living in Romania encouraged consumers to make cutbacks on these beverages. The price of food continued to rise in line with the stubbornly high inflation rate, exacerbated by high energy costs (gas and electricity) that put additional pressure on household budgets. Excise duty on alcoholic drinks began to rise in 2023 causing further price growth in alcoholic drinks. Since the majority of Romanians have been af...

Euromonitor International's Alcoholic Drinks 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: Beer, Cider/Perry, RTDs, Spirits, 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 Alcoholic Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

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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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