

Alcoholic Drinks Packaging in Romania

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Abstracts

As Romanian consumers have more financial resources available, they are willing to explore and invest in higher-quality and more sophisticated alcoholic drinks. Consequently, this places pressure on producers to make sure the packaging of their products meets the growing market needs. There has been a noticeable shift in consumer preferences towards craft and unique alcoholic beverages, with craft beers, artisanal spirits and speciality wines gaining popularity in recent years. For example, Ursu...

Euromonitor International's Alcoholic Drinks Packaging in Romania report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

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 Packaging 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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Glass bottles gaining share in domestic lager

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