

Cider/Perry in Romania

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Abstracts

Pre-pandemic, cider/perry had been seeing robust growth in Romania. However, the event of COVID-19 in 2020 and the subsequent on-trade closures and related restrictions plunged the category into negative figures. That said, cider/perry was somewhat bolstered by the fact that it is a seasonal drink, consumed during the warm summer months, and therefore lent itself well to the outside terraces which were open during this season (albeit at lower capacity due to social distancing measures). However,...

Euromonitor International's Cider/Perry 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 (2016-2020), 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 2025 illustrate how the market is set to change.

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

Why buy this report?

Get a detailed picture of the Cider/Perry 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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CIDER/PERRY IN ROMANIA

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Cider/perry falls from robust growth into declines, due to the closures of on-trade channels

Declines set to be a temporary blip, as relatively new category still has lots of scope for growth

Heineken Romania maintains its strong lead thanks to Strongbow being the first cider of note in the country

RECOVERY AND OPPORTUNITIES

Cider trend to slowly grow back to strength, boosted by seasonal summer sales in outside terraces

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