

Rtds in Romania

<https://marketpublishers.com/r/R16AD44BD5A1EN.html>

Date: June 2023

Pages: 28

Price: US\$ 990.00 (Single User License)

ID: R16AD44BD5A1EN

Abstracts

RTDs in Romania experienced marginal volume growth in the off-trade sector in 2022, primarily driven by an expanding portfolio of available brands and varieties. These brands fall predominantly under the umbrella of established spirits brands that already enjoy high visibility and popularity among consumers. This positive growth trend has been inextricably tied to the burgeoning cocktail culture, which is making its presence felt not just in bars and restaurants, but also in home consumption of...

Euromonitor International's RTDs 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: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

Get a detailed picture of the RTDs 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.

Contents

RTDS IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Off-trade volume growth spurred by brand expansion and rising cocktail culture in 2022, though on-trade growth suffers

Spirits-based RTDs remain most popular choice for local consumers

Wine-based RTDs lose ground in the off-trade thanks to limited availability and brands

PROSPECTS AND OPPORTUNITIES

Cocktail culture to promote growth in RTDs

Wine-based RTDs likely to keep on falling, curbing overall category growth

Cocktails to present challenges to RTD expansion

CATEGORY DATA

Table 1 Sales of RTDs by Category: Total Volume 2017-2022

Table 2 Sales of RTDs by Category: Total Value 2017-2022

Table 3 Sales of RTDs by Category: % Total Volume Growth 2017-2022

Table 4 Sales of RTDs by Category: % Total Value Growth 2017-2022

Table 5 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022

Table 6 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022

Table 7 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 GBO Company Shares of RTDs: % Total Volume 2018-2022

Table 10 NBO Company Shares of RTDs: % Total Volume 2018-2022

Table 11 LBN Brand Shares of RTDs: % Total Volume 2019-2022

Table 12 Forecast Sales of RTDs by Category: Total Volume 2022-2027

Table 13 Forecast Sales of RTDs by Category: Total Value 2022-2027

Table 14 Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027

Table 15 Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027

ALCOHOLIC DRINKS IN ROMANIA

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 1 Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 16 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 17 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 18 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 19 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 20 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 21 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 25 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 26 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 27 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 28 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 29 Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 30 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 31 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 3 Research Sources

I would like to order

Product name: Rtds in Romania

Product link: <https://marketpublishers.com/r/R16AD44BD5A1EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R16AD44BD5A1EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970