

Cider/Perry in Romania

June 2023

Table of Contents

Cider/Perry in Romania - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Falling incomes lead to volume sales decline in 2022

Competitive landscape dominated by beer players

Strongbow remains on top

PROSPECTS AND OPPORTUNITIES

Optimistic outlook in terms of recovery and growth potential

Competitive landscape to remain largely unchanged, with development focusing on flavour expansion

Players to cash in on climate change as return to outdoor life will boost product visibility

CATEGORY DATA

- Table 1 Sales of Cider/Perry: Total Volume 2017-2022
- Table 2 Sales of Cider/Perry: Total Value 2017-2022
- Table 3 Sales of Cider/Perry: % Total Volume Growth 2017-2022
- Table 4 Sales of Cider/Perry: % Total Value Growth 2017-2022
- Table 5 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022
- Table 6 Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022
- Table 7 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022
- Table 8 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022
- Table 9 GBO Company Shares of Cider/Perry: % Total Volume 2018-2022
- Table 10 NBO Company Shares of Cider/Perry: % Total Volume 2018-2022
- Table 11 LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022
- Table 12 Forecast Sales of Cider/Perry: Total Volume 2022-2027
- Table 13 Forecast Sales of Cider/Perry: Total Value 2022-2027
- Table 14 Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027
- Table 15 Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

Alcoholic Drinks in Romania - Industry Overview

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

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