

Wine in Romania

June 2023

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Wine in Romania - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Socioeconomic factors prompt decline, while traditional consumption habits support sales shift

Domestic preferences and local varieties shape category

Grocery stores home to largest sales, while premiumisation trend persists

PROSPECTS AND OPPORTUNITIES

Off-trade sales to rise moderately, outpaced by on-trade growth

National and international rankings unlikely to see significant changes

Sparkling wine set to see most rapid rises

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Alcoholic Drinks in Romania - Industry Overview

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On-trade vs off-trade split

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Opening hours

On-trade establishments

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