

# Spirits in Romania

June 2023

**Table of Contents** 

# Spirits in Romania - Category analysis

# **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Volume growth supported by post-pandemic lift of restrictions Premium imports and cocktail culture expand Domestic players stay ahead in spirits

#### PROSPECTS AND OPPORTUNITIES

Sustained growth for spirits despite several challenges Inflation, excise adjustments, and the threat of illegally-made spirits Other spirits will remain dominant as craft spirits expands

#### CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology Summary 1 - Benchmark Brands 2022

# CATEGORY DATA

Table 1 - Sales of Spirits by Category: Total Volume 2017-2022 Table 2 - Sales of Spirits by Category: Total Value 2017-2022 Table 3 - Sales of Spirits by Category: % Total Volume Growth 2017-2022 Table 4 - Sales of Spirits by Category: % Total Value Growth 2017-2022 Table 5 - Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022 Table 6 - Sales of Spirits by Off-trade vs On-trade: Value 2017-2022 Table 7 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022 Table 8 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022 Table 9 - Sales of Dark Rum by Price Platform: % Total Volume 2017-2022 Table 10 - Sales of White Rum by Price Platform: % Total Volume 2017-2022 Table 11 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022 Table 12 - Sales of English Gin by Price Platform: % Total Volume 2017-2022 Table 13 - Sales of Vodka by Price Platform: % Total Volume 2017-2022 Table 14 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022 Table 15 - GBO Company Shares of Spirits: % Total Volume 2018-2022 Table 16 - NBO Company Shares of Spirits: % Total Volume 2018-2022 Table 17 - LBN Brand Shares of Spirits: % Total Volume 2019-2022 Table 18 - Forecast Sales of Spirits by Category: Total Volume 2022-2027 Table 19 - Forecast Sales of Spirits by Category: Total Value 2022-2027 Table 20 - Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027 Table 21 - Forecast Sales of Spirits by Category: % 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 2 - Number of On-trade Establishments by Type 2016-2022

# TAXATION AND DUTY LEVIES

Summary 3 - 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 22 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

#### MARKET DATA

Table 23 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022
Table 24 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022
Table 25 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022
Table 26 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022
Table 27 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022
Table 28 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022
Table 29 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022
Table 30 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022
Table 31 - GBO Company Shares of Alcoholic Drinks by Format: % Off-trade Value 2017-2022
Table 32 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022
Table 33 - Distribution of Alcoholic Drinks by Category: Total Volume 2022-2027
Table 35 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027
Table 36 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027
Table 37 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

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SOURCES

Summary 4 - Research Sources

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