

# Spirits in Romania

July 2022

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## Spirits in Romania - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Pandemic restrictions hammer on-trade demand

Affordable local spirits weather the pandemic economic storm relatively well

Many local consumers continue to buy their spirits from illegal micro-distilleries

#### PROSPECTS AND OPPORTUNITIES

Burgeoning cocktail culture will spur recovery

Leader Alexandrion Group set to expand both domestically and internationally

Diageo Plc set to expand its presence

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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