

Wine in Romania

July 2022

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Wine in Romania - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic restrictions continue to weigh on demand

Economic shock of COVID-19 boosts demand for local brands

Modern grocery retailers now dominate distribution, but the pandemic has spurred e-commerce expansion

PROSPECTS AND OPPORTUNITIES

Amid mounting inflationary pressure, the post-pandemic recovery in on-trade demand will be sluggish

Heightened price sensitivity will boost demand for lower-priced offerings

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