

# Alcoholic Drinks in Romania

June 2024

**Table of Contents** 

## Alcoholic Drinks in Romania

## EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture 2023 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 2017-2023

#### TAXATION AND DUTY LEVIES

Summary 2 - Taxation and Duty Levies on Alcoholic Drinks 2023

## OPERATING ENVIRONMENT

Contraband/parallel trade Duty free Cross-border/private imports

#### KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 1 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

#### MARKET DATA

- Table 2 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023Table 3 Sales of Alcoholic Drinks by Category: Total Value 2018-2023Table 4 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023Table 5 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023Table 10 GBO Company Shares of Alcoholic Drinks by Format: % Off-trade Value 2018-2023Table 11 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023Table 12 Distribution of Alcoholic Drinks by Category: Total Volume 2023-2028Table 13 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028Table 15 Forecast Sales of Alcoholic Drinks by Category: % Total Volume 2023-2028
- Table 16 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

#### DISCLAIMER

## SOURCES

#### Summary 3 - Research Sources

#### Beer in Romania

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Poor economic conditions lead to steeper decline in volume sales Lager leads with aid of product development and marketing support Strong expansion of non-alcoholic beers

## PROSPECTS AND OPPORTUNITIES

Beer volume sales fall to new low Strong outlook for non-alcoholic beer International players embark on sustainability program

#### CATEGORY BACKGROUND

Lager price band methodology Summary 4 - Lager by Price Band 2023 Table 17 - Number of Breweries 2018-2023

#### CATEGORY DATA

Table 18 - Sales of Beer by Category: Total Volume 2018-2023 Table 19 - Sales of Beer by Category: Total Value 2018-2023 Table 20 - Sales of Beer by Category: % Total Volume Growth 2018-2023 Table 21 - Sales of Beer by Category: % Total Value Growth 2018-2023 Table 22 - Sales of Beer by Off-trade vs On-trade: Volume 2018-2023 Table 23 - Sales of Beer by Off-trade vs On-trade: Value 2018-2023 Table 24 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023 Table 25 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023 Table 26 - Sales of Beer by Craft vs Standard 2018-2023 Table 27 - GBO Company Shares of Beer: % Total Volume 2019-2023 Table 28 - NBO Company Shares of Beer: % Total Volume 2019-2023 Table 29 - LBN Brand Shares of Beer: % Total Volume 2020-2023 Table 30 - Forecast Sales of Beer by Category: Total Volume 2023-2028 Table 31 - Forecast Sales of Beer by Category: Total Value 2023-2028 Table 32 - Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028 Table 33 - Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

## Cider/Perry in Romania

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Cider/perry enjoys strong performance Beer manufacturers limit marketing investment Strongbow extends its prominent lead in cider/perry

#### PROSPECTS AND OPPORTUNITIES

Positive outlook for cider/perry in years ahead Existing players will lead category development Warmer climate to extend volume sales

## CATEGORY DATA

Table 34 - Sales of Cider/Perry: Total Volume 2018-2023

Table 35 - Sales of Cider/Perry: Total Value 2018-2023Table 36 - Sales of Cider/Perry: % Total Value Growth 2018-2023Table 37 - Sales of Cider/Perry: % Total Value Growth 2018-2023Table 38 - Sales of Cider/Perry by Off-trade vs On-trade: Value 2018-2023Table 39 - Sales of Cider/Perry by Off-trade vs On-trade: Value 2018-2023Table 40 - Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2018-2023Table 41 - Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2018-2023Table 42 - GBO Company Shares of Cider/Perry: % Total Volume 2019-2023Table 43 - NBO Company Shares of Cider/Perry: % Total Volume 2019-2023Table 45 - Forecast Sales of Cider/Perry: Total Volume 2023-2028Table 46 - Forecast Sales of Cider/Perry: Total Value 2023-2028Table 47 - Forecast Sales of Cider/Perry: % Total Volume 2023-2028Table 48 - Forecast Sales of Cider/Perry: % Total Volume 2023-2028Table 47 - Forecast Sales of Cider/Perry: % Total Volume 2023-2028Table 48 - Forecast Sales of Cider/Perry: % Total Volume Growth 2023-2028

## Rtds in Romania

## **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Well-known brands and cocktail mixes capture consumers' attention Hard seltzer develops with support from local player Sangria and Hugo support the development of wine-based RTDs

#### PROSPECTS AND OPPORTUNITIES

Convenience and cocktail culture to support growth of RTDs Spirit-based RTDs to witness solid volume growth Challenges from rising demand for freshly made cocktails

## CATEGORY DATA

Table 49 - Sales of RTDs by Category: Total Volume 2018-2023 Table 50 - Sales of RTDs by Category: Total Value 2018-2023 Table 51 - Sales of RTDs by Category: % Total Volume Growth 2018-2023 Table 52 - Sales of RTDs by Category: % Total Value Growth 2018-2023 Table 53 - Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023 Table 54 - Sales of RTDs by Off-trade vs On-trade: Value 2018-2023 Table 55 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023 Table 56 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023 Table 57 - GBO Company Shares of RTDs: % Total Volume 2019-2023 Table 58 - NBO Company Shares of RTDs: % Total Volume 2019-2023 Table 59 - LBN Brand Shares of RTDs: % Total Volume 2020-2023 Table 60 - Forecast Sales of RTDs by Category: Total Volume 2023-2028 Table 61 - Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028 Table 62 - Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028 Table 63 - Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028

## Spirits in Romania

**KEY DATA FINDINGS** 

#### 2023 DEVELOPMENTS

Price hikes dampen spirits in Romania Premium imported spirits fuel the cocktail trend Spirits is led by domestic players

## PROSPECTS AND OPPORTUNITIES

Premium appeal and cocktail trend to fuel spirits sales Excise duty poses challenges for spirits category Other spirits will remain dominant as craft spirits expand

## CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology Summary 5 - Benchmark Brands 2023

## CATEGORY DATA

Table 64 - Sales of Spirits by Category: Total Volume 2018-2023 Table 65 - Sales of Spirits by Category: Total Value 2018-2023 Table 66 - Sales of Spirits by Category: % Total Volume Growth 2018-2023 Table 67 - Sales of Spirits by Category: % Total Value Growth 2018-2023 Table 68 - Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023 Table 69 - Sales of Spirits by Off-trade vs On-trade: Value 2018-2023 Table 70 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023 Table 71 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023 Table 72 - Sales of Dark Rum by Price Platform: % Total Volume 2018-2023 Table 73 - Sales of White Rum by Price Platform: % Total Volume 2018-2023 Table 74 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2018-2023 Table 75 - Sales of English Gin by Price Platform: % Total Volume 2018-2023 Table 76 - Sales of Vodka by Price Platform: % Total Volume 2018-2023 Table 77 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2018-2023 Table 78 - GBO Company Shares of Spirits: % Total Volume 2019-2023 Table 79 - NBO Company Shares of Spirits: % Total Volume 2019-2023 Table 80 - LBN Brand Shares of Spirits: % Total Volume 2020-2023 Table 81 - Forecast Sales of Spirits by Category: Total Volume 2023-2028 Table 82 - Forecast Sales of Spirits by Category: Total Value 2023-2028 Table 83 - Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028 Table 84 - Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

## Wine in Romania

## **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Wine consumption declines amid price hikes Other sparkling wine and still white wine has strong appeal Retailers respond to growing demand for premium wines

## PROSPECTS AND OPPORTUNITIES

Bright outlook for the wine category Strong heritage in wine production supports category development Major players and small producers will extend the appeal of wine

## CATEGORY DATA

Table 85 - Sales of Wine by Category: Total Volume 2018-2023Table 86 - Sales of Wine by Category: Total Value 2018-2023Table 87 - Sales of Wine by Category: % Total Volume Growth 2018-2023Table 88 - Sales of Wine by Category: % Total Value Growth 2018-2023Table 89 - Sales of Wine by Off-trade vs On-trade: Volume 2018-2023Table 90 - Sales of Wine by Off-trade vs On-trade: Value 2018-2023

Table 91 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023 Table 92 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023 Table 93 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2018-2023 Table 94 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2018-2023 Table 95 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2018-2023 Table 96 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2018-2023 Table 97 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023 Table 98 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023 Table 99 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2020-2023 Table 100 - GBO Company Shares of Champagne: % Total Volume 2019-2023 Table 101 - NBO Company Shares of Champagne: % Total Volume 2019-2023 Table 102 - LBN Brand Shares of Champagne: % Total Volume 2020-2023 Table 103 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023 Table 104 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023 Table 105 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2020-2023 Table 106 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023 Table 107 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023 Table 108 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2020-2023 Table 109 - GBO Company Shares of Non-grape Wine: % Total Volume 2019-2023 Table 110 - NBO Company Shares of Non-grape Wine: % Total Volume 2019-2023 Table 111 - LBN Brand Shares of Non-grape Wine: % Total Volume 2020-2023 Table 112 - Forecast Sales of Wine by Category: Total Volume 2023-2028 Table 113 - Forecast Sales of Wine by Category: Total Value 2023-2028 Table 114 - Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028 Table 115 - Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/alcoholic-drinks-in-romania/report.