

Rtds in Romania

June 2024

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Rtds in Romania - Category analysis

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

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Alcoholic Drinks in Romania - Industry Overview

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

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