



Spirits in Romania

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Shift to more affordable other spirits supports modest growth in 2024
Alexandrian Saber Distilleries 1789 SRL's broad portfolio and longstanding presence ensure it maintains its lead in 2024
Expansion of modern retailers, offering a wide range of products

PROSPECTS AND OPPORTUNITIES

Growth fuelled by premiumisation and cocktail trends
Other spirits to remain the leading category as Romanians tend to be traditional in their spirit consumption
Financial pressure discourages investment in new product development

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in Romania - Industry Overview

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Retail 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

TAXATION AND DUTY LEVIES

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Contraband/parallel trade
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