



Euromonitor
International

Rtds in Romania

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising number brands and cocktail culture drive growth
- Top spot for Bacardi Breezer due to the popularity of rum-based cocktails
- Leading hypermarkets lose share in 2024

PROSPECTS AND OPPORTUNITIES

- Cocktail culture supports future growth
- Sangria revival
- Challenge of increasing availability of freshly-made cocktails

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Alcoholic Drinks in Romania - Industry Overview

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- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- 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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DISCLAIMER

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