



Euromonitor
International

Cider/Perry in Romania

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Price increases and high cost of living impact cider/perry in 2024

Heineken Romania leads, supported by its strong distribution network and a solid on-trade presence

Little product awareness and limited availability

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Beer manufacturers will continue to lead

Rising demand for refreshing beverages like cider with warmer climate

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On-trade vs off-trade split

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Legal purchasing age and legal drinking age

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Advertising

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Opening hours

On-trade establishments

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DISCLAIMER

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