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International

# Wine in Romania

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Strong harvest and moderate price increases benefit wine in 2024
- Manufacturers increasingly focus on branding initiatives
- Modern grocery retailers benefit from expansion and separate wine galleries

PROSPECTS AND OPPORTUNITIES

- Bright outlook for wine
- Locally produced wine set to maintain its dominance
- Top four players will continue to hold a strong position

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Alcoholic Drinks in Romania - Industry Overview

EXECUTIVE SUMMARY

- 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  
Duty free  
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