



Fine Wines/Champagne and Spirits in Romania

October 2024

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Fine Wines/Champagne and Spirits in Romania - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth remains positive following a significant uplift in sales during 2023
Luxury whiskies lead growth as household cocktail creation rises in Romania
Pernod Ricard Romania maintains its lead, offering internationally renowned whisky brands

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Positive growth trajectory as the premiumisation trend expands
Fine wines drive growth as consumers choose sophisticated options for socialising
Local players focus on their premium offerings to gain ground on the landscape

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DISCLAIMER

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