Consumer and Market Insights: Spirits Market in Romania

Description:  

Summary:

- Robust domestic demand supported by overall growth in GDP will create opportunities in Romanian Spirits market during 2015-2019. Liqueurs will be the fastest growing category in both value and volume terms during 2015-2019. The Spirits market in Romania is led by Bacardi Diageo Plc and Pernod Ricard S.A.

Key Findings:

- The Spirits market in Romania will register higher growth both in value and volume terms during 2015-2019 compared to 2010-2015

- The Liqueurs category will register the fastest growth at a CAGR of 6.9% during 2015-2019.

- Hypermarkets and Supermarkets is the leading distribution channel in the Romanian Spirits market.

- Glass is the most used packaging material in the Spirits market in Romania.

- The Consumer and Market Insights report on the Spirits market in Romania provides insights on high growth categories to target trends in the usage of packaging materials types and closures category level distribution data and brands market shares.

- What else is contained?

- Market data: Overall market value and volume data with growth analysis for 2014-2019

- Category coverage: Value and growth analysis for Brandy Gin and Genever Liqueurs Rum Specialty Spirits Tequila and Mezcal Vodka and Whiskey with inputs on individual segment share within each category and the change in their market share forecast for 2014-2019

- Leading players: Market share of brands and private labels including private label growth analysis from 2011-2014

- Distribution data: Value shares within each category through channels such as Hypermarkets and Supermarkets Convenience Stores Food and Drinks Specialists and more

- Packaging data: consumption breakdown for packaging materials and containers in each category in terms of percentage share of number of units sold. Packaging material data for flexible packaging rigid plastics rigid metal and others; container data for: trays tubs foils and others.

- Consumer level trends: Top four consumer trends which influence Spirits consumption

- Future outlook: Reviews and recommendations on how the market will shape up from 2014-2019

Reasons To Buy:

- Identify high potential categories and explore further market opportunities based on detailed value and volume analysis

- Existing and new players can analyse key distribution channels to identify and evaluate trends and opportunities

- Gain an understanding of the total competitive landscape based on detailed brand share analysis to plan effective market positioning

- Access the key and most influential consumer trends driving Spirits consumption and how they influence consumer behavior in the market which will help determine the best audiences to target
- A team of analysts have placed a significant emphasis on changes expected in the market that will provide a clear picture of the opportunities that can be tapped over the next five years resulting in revenue expansion

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