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Assessing the Winemaking Potential of Timiș County: A SWOT Analysis

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Abstract: The study aims to analyze the evolution and characteristics of the viticulture and wine industry in Timiș County within the broader framework of Romanian viticulture, emphasizing its regional importance in grape and wine production. The research relies on official statistical data provided by the National Institute of Statistics (INS), the Ministry of Agriculture and Rural Development (MADR), and the National Office of Vine and Wine Products (ONVPP), supplemented by literature and local economic indicators. The statistical analysis of vineyard area, grape yield and production for the 2020–2024 reveals the relative stability of viticulture in Timiș County. The advanced technological level of local farms is reflected in yields that consistently surpass the national average. Despite a national decline in total grape production—largely driven by climatic conditions and ongoing vineyard reconversion processes—Timiș County has demonstrated a strong capacity for adaptation and resilience. The results indicate that Timiș County viticulture is in a stage of maturation, characterized by technological modernization, orientation towards quality and potential for consolidation on the European wine market. Additionally, a SWOT analysis of the county's major wineries highlights a diversity of business models, ranging from large-scale industrial producers to boutique wineries focused on premium wines and wine tourism. "The findings suggest that viticulture in the Timiș region is approaching maturity, characterized by technological modernization, quality orientation, and considerable potential for consolidation within the European wine market."

Introduction

Viticulture in Timiș County represents one of the most dynamic agricultural sectors in western Romania, integrating traditional wine production with modern trends in vineyard reconversion and technological advancement [4,5,6,8]. Owing to its strategic position at the convergence of Western European and continental climatic influences, the region benefits from favorable soil and weather conditions for grapevine cultivation, particularly in the Receaș, Buziaș, and Siliagiu areas.

This study provides a statistical analysis of grape and wine production at the county level in relation to the national context, emphasizing the Timiș County's position among the main wine-producing regions of Romania [24,25]. This approach aims to offer an integrated overview of the viticultural, economic, and regional positioning of Timiș County, in relation to developments in the domestic market and the region's growth potential within the European wine production context, given the highly globalized of the wine production and trade [1,15,16,23].

Stimulating exports is one of the strategic directions of public policies in the field. Thus, the National Support Program for the Wine Sector 2019–2023 (MADR, 2023) includes financial instruments aimed at facilitating the presence of Romanian wines in international markets, with particular emphasis on countries outside the European Union, to enhance their visibility and competitiveness globally [2]. In Romania, wine consumption remains moderate and is closely linked to income levels. While studies indicate that women demonstrate higher interest in attending wine-related events, the typical consumer—considering consumption frequency, wine type preferences, and oenological knowledge the profile of the typical consumer is represented by a man aged between 40 and 49 years, with higher education and above-average income [3,14,17,18,22].

Timiș County is part of the West Development Region, alongside Arad, Caraș-Severin and Hunedoara. Among these, Timiș has the highest wine production, being the only county in the region classified in the "average" category, while the others remain in the low-production range. This confirms that Timiș is the dominant wine hub of western Romania, with a major contribution to the regional wine identity.

The SWOT analysis carried out for the main wineries in Timiș county reveals a complex picture of the regional wine sector, characterized by the integration of traditional winemaking practices, technological modernization, and a growing orientation towards export markets and wine tourism [9,10,13,21]. The comparative study of the analyzed wineries allows the identification of common strategic directions and specific particularities of each wine business model. [7, 11, 12, 19, 20].

Material and method

Timiș County, located in western Romania, is renowned for its special viticultural potential, due to favorable soil and climatic conditions and a long-standing tradition of grape growing. Receaș Wineries, Petrovaselo Winery, Viniera – Secsu Domains, Aramic Winery, Thesaurus Winery, Dealul Dorului Winery, Agape Art & Nature Winery, Sera Domains, Varvara Winery, and Villa Zamer Winery are among the major wineries in Timiș County that are the subject of the research. The National Institute of Statistics (INS), the Ministry of Agriculture and Rural Development (MADR), and the National Office of Vine and Wine Products (ONVPP) are among the official statistical sources that provided the data used in the study from 2020 to 2024. Along with observations and data collected regarding the local economic environment, it also draws from particular research in enology and viticulture.

This study aims to give a current and realistic evaluation of Timiș County's winemaking possibilities and to define future growth prospects for the industry by combining theoretical analysis with real-world experiences. It focuses on important economic variables, wine and grape consumption patterns, and how these have influenced the development of the county winemaking industry. An important method to evaluate an organization's strategic position is the SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats). This approach, when applied to the vineyards in Timiș County, identifies external risks, market opportunities, internal shortcomings, and competitive advantages that might impact performance in the medium and long term.

Results and discussions

A detailed analysis of Timiș County within the national wine grape production landscape indicates that the county falls into the medium-production category, with a total output of 25,114 tons, ranking 11th in the country. This is substantially lower than Vrancea County, the country's leading wine-producing region, which accounts for 194,756 tons and is classified in the "very high" production category. Data from "statistici.insse.ro" shows that the average yearly consumption of wine and wine-related products was 24.2 liters in 2023, while the average annual consumption of grapes per capita was 7.3 kg. The average price at which table grapes were sold in the marketplaces was 6.2 lei/kg in August 2020 and 10.23 lei/kg in August 2025. Romania is one of Europe's top ten wine producers and one of the world's top twenty in terms of production volume. However, less than ten percent of Romanian wine is exported.

Table 1 shows that vineyard land area in Romania ranged between 167346 hectares in 2020 and 163430 ha in 2024. There was a minor decline (-3,916 hectares, i.e. -2.3%) due to vineyards reorganization and reconversion, as well as climate changes. In Timiș County, the overall area of vineyards remained mostly consistent, ranging between 3,100 and 3,150 ha, with a modest rise of 96 ha in 2024 compared 2020. These patterns show overall stability and fewer tendencies to consolidate existing vineyards, mostly through reconversion and revitalization efforts.

Grafted vines cover the majority vineyards in Romania (over 90,000 hectares) and Timiș (over 3,000 ha). The national area ranged significantly, decreasing to a minimum of 87,056 hectares in 2022 before recovering to 91,725 ha in 2023. In Timiș, the trend is one of stability with minor increases (from 3,026 ha in 2020 to 3,120 ha in 2024), reflecting a high level of farming management and a focus on quality output. The areas with hybrid vineyards (non-certified, generally for family consumption) have steadily decreased. Timiș area of hybrid vines is not significant, ranging between 8 and 15 hectares, confirming the county's focus on high-quality viticulture and commercial grape production rather than traditional local consumption.

Areas covered by table grapes remain relatively limited but show a slight upward trend until 2023. In Romania, the vineyards area for table grapes increased from 6,165 ha in 2020 to 6,367 ha in 2023, followed by a slightly decline in 2024. A similar pattern was found in Timiș County, where the size ranged from 115 ha in 2020 to 139 ha in 2023, before falling to 121 ha in 2024. These dynamics suggest a growing interest in production diversification, likely driven by domestic market demand and investments in seedless or commercially valuable table grape varieties.

Over 95% of Timiș County's total vineyard area is cultivated with wine grapes, which continue to be the most often grown type. From 161,181 hectares in 2020 to 157,125 ha in 2024, the county's wine grape growing area registered a slight decrease. On the contrary Timiș County recorded a modest growth from 2,922 hectares in 2020 to 3,012 ha in 2024, reflecting the resilience of wineries (such as Receaș, Petrovaselo, or Aramic) and the consolidation of the local wine industry. With a clear focus on high-quality wine production and export objective, this relative stability is a result of successful adaptation to market demands and alignment with European vineyard reconversion strategies.

Total grape production in Romania (Table 2) had a clear downward trend between 2020 and 2024. In 2020, the total cumulative production (table + wine grapes) amounted approximately 935,960 tons, declining to around 707,441 tons by 2024, which represents a reduction of over 24%. The decrease is explained by unfavorable climatic conditions (drought, extreme temperatures, hail in some areas), as well as to the aging of vineyards and the decline in the number of small-scale holdings. At the same time, the trend reflects an orientation towards quality rather than quantity, which characterizes modern viticulture in Romania.

The output of table grapes recorded gradually decreased over time. According to statistics Romania recorded a drop of almost 32%, from 52,453 tons in 2020 to 35,688 tons in 2024. Grape production in Timiș County, followed a more fluctuating pattern, with a maximum of 1,169 tons in 2023, followed by a decrease to 901 tons in 2024 (-22.9% compared to 2020). This trend shows a high volatility in table grapes production, highly influenced by weather and domestic market demand. Although the area cultivated with table grapes in Timiș increased slightly until 2023, the production per hectare did not follow the same trend, suggesting yield variability and the sensitivity of table varieties to drought.

Over 90–95% of the country's overall production and almost 95% of Timiș County's output were grapes harvested for winemaking. Romania's wine grape output reached 957,253 tons in 2021, but then steadily declined to 671,753 tons in 2024—a drop of nearly 30%. Timiș County exhibited a similar pattern, with an output of 25,285 tons in 2021, followed by a decrease of 21.5%, to 19,840 tons in 2024. The revitalization of vineyards (with some young vineyards still in unproductive stages), the extreme climate in 2022 and 2024 (prolonged drought and water stress), and a potential deliberate reduction in yields aiming to improve wine quality—a strategy adopted by wineries in western Romania.

Despite the output decline, Timiș County remains one of the most important wine grape producers in western Romania, contributing annually with approximately 2.5–3% of the country wine grape production. Timiș County has recorded a slower decline in production compared to the national average, which indicates local resilience and adaptability. This performance may be attributed to recent investments in irrigation systems, winemaking technologies and vineyard reconversion, supported by European funding programs and activities of modern wineries in the region (Receaș, Petrovaselo, Thesaurus, Aramic, etc.).

Between 2020 and 2024, Romania's grape output steadily decreased, while Timiș County was less negatively impacted. Table grapes continue to be a very small niche, whereas wine grapes obviously account for over 90% of overall output. The slower and more regulated output decrease in Timiș County suggests a more efficient and quality-focused viticulture. Climate has an impact on average yields per hectare, although effective vineyard management is demonstrated by the generally consistent output of noble cultivars. Overall, Timiș County continues to be one of the representative counties of western Romania regarding wine grape production over the 2020–2024 vintages, which represents a shift towards a more competitive and sustainable viticulture.

Table 1. Grapevine vineyards area (hectares)

Vineyards	2020		2021		2022		2023		2024	
	Total Romania	Timiș	Total Romania	Timiș	Total Romania	Timiș	Total Romania	Timiș	Total Romania	Timiș
Total bearing vineyards	167,346	3,037	165,553	3,070	161,045	3,046	165,029	3,147	163,430	3,133
Grafted bearing vineyards	90,420	3,026	88,725	3,062	87,056	3,038	91,725	3,133	90,786	3,120
Hybrid bearing vineyards	76,926	11	76,827	8	73,990	8	73,304	15	72,644	13
Table grapes	6,165	115	6,270	121	6,203	122	6,367	139	6,305	121
Wine grapes	161,181	2,922	159,283	2,949	154,842	2,924	158,662	3,008	157,125	3,012

Table 2. Grapes output (tons)

Vineyard type	2020		2021		2022		2023		2024	
	Total Romania	Timiș	Total Romania	Timiș	Total Romania	Timiș	Total Romania	Timiș	Total Romania	Timiș
Table grapes	52,453	1,093	51,934	1,146	42,210	1,050	39,727	1,169	35,688	901
Wine grapes	883,507	23,334	957,253	25,285	765,918	23,118	773,711	23,945	671,753	19,840

Following a peak in 2021 (6096 kg/ha), Romania's average grape output per hectare (Table 3) recorded a consistent decline between 2021 and 2024. The yield decreased by almost 22.6% from 5593 kg/ha in 2020 to 4329 kg/ha in 2024. Between 2020 and 2023, Timiș County's yields were regularly higher than the average output in the country, ranging from 8000 to 8600 kg/ha. However, in 2024, yields significantly decreased to 6621 kg/ha, with 22% less than the previous year.

This evolution shows that, although yields in Timiș County consistently exceed countrywide average, they follow the same downward trend, which is caused by the extended drought and water stress in 2022 and 2024; the voluntary output decline in some wineries, to improve the wine quality and the partial aging of vineyards combined with the limited irrigation in all vineyards. The largest and most consistent yields are found in the grafted bearing vines, which includes commercial vineyards. The average production across the country ranged from 6,015 kg/ha in 2020 to 5,103 kg/ha in 2024, with a maximum of 7008 kg/ha in 2021. Between 2020 and 2023, Timiș County's output was consistently increasing, ranging from 8,055 to 8,617 kg/ha, before falling to 6630 kg/ha in 2024.

This findings confirms the high technological level of viticulture in Timiș County, where vines grafted on quality rootstocks predominate, supported by mechanized agricultural practices and well-adapted varietal selection. However, the decline observed in 2024 suggests a increased impact of climate variability, as well as a possible orientation towards yield control in favor of improved wine quality. Average yields in hybrid vineyards per hectare are significantly lower and more variable; countrywide yields decreased from 5,097 kg/ha in 2020 to 3,362 kg/ha in 2024, representing a decline of approximately 34%. In Timiș County, yields oscillating between 4,636 and 6,067 kg/ha, with a final level of 4,420 kg/ha in 2024. Although hybrid vineyards areas are very limited, these data confirm their lower economic performance, which explains their gradual replacement through vineyard reconversion programs. In Timiș, such vineyards are marginal and are generally associated with small, non-commercial holdings. Overall, the results indicate that Timiș County consistently outperforms the countrywide average across all vineyards types, with yields over 30–50%, which reflects: a superior vineyard management and winemaking technologies; a modern varietal structure (noble varieties adapted to the western climate) and the increasing professionalization of viticultural holdings and investments in modern wineries.

Table 3. Average grape production per hectare (kg/ha)

Vineyard type	2020		2021		2022		2023		2024	
	Total Romania	Timiș	Total Romania	Timiș	Total Romania	Timiș	Total Romania	Timiș	Total Romania	Timiș
Total bearing vineyards	5,593	8,042	6,096	8,609	5,018	7,934	4,929	7,980	4,329	6,621
Grafted bearing vineyards	6,015	8,055	7,008	8,617	5,895	7,941	5,394	7,989	5,103	6,630
Hybrid bearing vineyards	5,097	4,636	5,042	5,625	3,986	5,375	3,672	6,067	3,362	4,420

During 2020–2024 periods, wine grape yields had a downward trend but both countrywide and county level, mainly determined by climate and changes in vineyards structure. However, Timiș County remains above the countrywide average, confirming its status as a high-performing and competitive wine-growing area. Grafted bearing vines ensure the highest yields, demonstrating the efficiency of vineyards reconversion and modern management. In contrast, hybrid vineyards are in continuous decline, with low yields and minor economic relevance. Therefore, viticulture in Timiș County is going through a maturation stage, with an increasing emphasis on quality and sustainability. There are notable variations in customer preferences, according to the data analysis shown in Table 4.

Table 4. Wine preferences among Romanian consumers

Analyzed Characteristic	Wine color (%)			Wine Taste (%)		
	White	Red	Rose	Dry	Semi-dry	Semi-sweet
Region						
West Region (Arad, Hunedoara, Caraș-Severin, Timiș)	48.0	41.0	11.0	22.0	29.0	39.0
Total - Romania	59.0	29.625	11.375	15.5	36.875	42.0

Regarding wine color, it is found that white wines are preferred in the western Romania (48%), followed by red (41%) and rosé wines (11%). However, the proportion of white wine consumption is lower than the country average (48% versus 59%), suggesting a more balanced regional preferences for different wine colors. Red wines are substantially more popular in western Romania (41% vs. 29.6%), a difference of more than 11% from the country average. In contrast, the share of rosé wines is nearly similar to the national average (11% vs. 11.4%), reflecting a relatively uniform taste for this type of wine across the country.

Overall, western Romania has a higher affinity for red wines than other regions of the country, which preferred white wines. This regional preference may be associated with local wine-growing traditions—for example, the development of red grape varieties in Receaș, Petrovaselo, and Aramic—as well as regional gourmet customs.

In regarding flavor preferences, western Romania has a larger appreciation for dry wines than the country average (22% vs. 15.5%), a characteristic which is attributed to regions with more traditional and quality-oriented customers. In contrast, Timiș County customers choose semi-dry wines significantly less (29% vs. 36.875% nationally). The difference in semi-sweet wines was rather minor (39% vs. 42%). In contrast, sweet wine tastes are nearly double the national average (10% vs. 5.625%), showing the existence of a regional niche for dessert or fragrant wines. These patterns may reflect a more "experienced" consumer with well-defined preferences, as well as a regional wine market characterized by a broad diversity of wine types. Therefore, customers in the western Romania have more diverse preferences and higher appreciations for red and dry wines, while also maintaining a stable demand for sweet wines. This reflects a well-established wine culture, adapted to the local supply. These particularities support the idea that the western Romania has its own wine identity, marked by tradition, diversity and an orientation towards quality wines. Timiș County is aligned with national trends indicating increasing demand for higher-quality wines, benefiting from a dynamic economic environment and a modernized winemaking infrastructure. The evolution of grape and wine prices, corroborated with consumer preferences, stimulates investments and the expansion of vineyard areas.

Table 5. Characterization of the main wineries in Timiș County: operational scale, production type, SWOT analysis, and strategic positioning

Winery	Operational scale	Production type / Positioning	Main strengths	Main weaknesses	Strategic opportunities	Major threats
Receaș Wineries	Very large-scale operation (industrial production >40 million bottles/year)	National leader; highly diversified portfolio (volume wines, premium wines, sparkling wines)	Modern technology; strong brand identity; massive export capacity; extensive product range; international recognition	High production costs for the premium segment; export dependency; climatic vulnerability	Growing demand for Romanian wines; wine tourism; digitalization and e-commerce development	Global competition; climate change; economic fluctuations
Petrovaselo	Medium-scale operation (>45 ha)	Premium organic producer	100% organic wines; modern viticultural technologies; rigorous quality control; noble grape varieties	High certification costs; limited production capacity; restricted logistics network	Expansion of the organic wine market; wine tourism development; access to European funding	Climate change; volatility of international markets
Viniera – Secsu Domains	Small-scale operation (>10 ha)	Boutique producer focused on quality	District local brand identity; premium brand positioning; technological investments; diversified product portfolio; international awards	Low production volume; limited market visibility	Growing consumer interest in Romanian wines; wine tourism; direct online sales	Competition from large wineries; climatic variability
Aramic	Medium-scale operation (>46 ha)	Modern regional producer	Limited-edition wines; terroir-driven production; integrated brand experiences	Limited international visibility; restricted distribution network	Wine tourism expansion; promotion of autochthonous grape varieties; export development	Climate change; rising production costs
Thesaurus	Very small-scale operation (>5 ha)	Premium boutique winery	Structured product portfolio; international awards; DOC certification	Extremely low production volume; low brand awareness	Growing niche market for boutique wines; HoReCa sector collaborations	Competition from other boutique wineries; climatic risks
Dealul Dorului	Small-scale operation (>17 ha)	Regional premium producer	Innovative art-wine-mature concept; unique single-batch wines; integrated wine tourism and education	Limited export capacity; low market visibility	Wine tourism development; growth of the premium wine market; wine tourism development	Intense competition; high production costs
Agape art & nature	Very small-scale operation (>6 ha)	Artisanal boutique project (biodynamic)	High value diversity; technological investments; DOC Banat certification	Extremely limited production; founder-dependent model	Expansion of the natural wine market; wine tourism growth	Competition in the natural wine segment; economic instability
Sera Domains	Large-scale operation (>85 ha)	Diversified regional producer	Sustainable practices; strong positioning in the natural wine segment	Low national visibility; regional distribution only	Wine tourism development; promotion of autochthonous varieties	Competition from large-scale wineries; climate change
Varvara	Very small-scale operation (>3.9 ha)	Natural wine producer	Organic certification; extensive vineyard area; diversified portfolio	Low production volume; limited distribution	Increasing consumer interest in natural wines	Climate change; consumer perceptions regarding natural wine stability
Villa Zamer	Very large-scale operation (>920 ha)	Large-scale organic producer	Challenges in maintaining consistent quality; relatively new brand	Growing demand for organic wines; access to EU funding		High costs associated with organic farming; economic volatility

Romania position as a significant wine producer in Europe gives international recognition, and Timiș County has an opportunity to become a regional brand representing modern Romanian winemaking. Timiș focuses on premium and mid-range wines, which increasingly reflect the tastes of today's Romanian customer, who values quality and diversity. Receaș, Petrovaselo, Aramic, Thesaurus, Villa Zamer, Dealul Dorului, and Secsu Domains are just a few of the wineries that have confirmed their positions on the domestic market. Some of them have even made inroads into international markets. The favorable terroir in the Receaș and Siliagiu wine-growing areas provides suitable environmental conditions for both local and noble cultivars, contributing to the production of wines with a distinct fragrance profile and identity. Many wineries have also made significant investments in modern winemaking technology, including controlled fermentation systems, automated bottling lines, and barrel aging facilities. These facilities allow for rigorous control of winemaking and to ensure consistent wine quality.

Another important advantage is the diversity of wine collections and their commercial diversity structure, which covers a range of different markets from premium wines or those with limited vintages to current consumption wines. Furthermore, several wineries actively promote local cultivars, especially Fetecăș Neagră and Fetecăș Albă, which makes Romanian wine more distinctive on the global market. Many vineyards in Timiș County also organize wine tourism events, like tastings, vineyard tours, and special meetings. These programs contribute to advertising the area as a wine tourism destination and diversify income. A number of structural constraints are also highlighted by the investigation.

The small vineyard area of privately owned or small-sized wineries results in low production volumes, which may hinder their ability to reach broad commercial networks and distribute their products. Furthermore, worldwide awareness and constrained marketing and promotional resources provide a barrier for numerous local wineries, particularly those in the brand consolidation stage.

The wine industry is highly dependent on climate variables. The yield and quality of crop can be greatly impacted by the climate yearly changes. Furthermore, modern technology, barrel maturation, or ecological and biodynamic methods might contribute to high production costs for some vineyards. The current "environment" offers many opportunities for Timiș County wine industry for the development of wine industry.

The growing demand for high-quality Romanian wines on both domestic and international markets offers favorable conditions for increasing exports and strengthening Romanian wine image. Additionally, the development of oenological tourism in western Romania is a significant strategic plan, particularly given by the close proximity of major cities like Timișoara. Wineries can become major tourist destinations in the area by incorporating tastings, cultural activities, and gastronomic experiences.

The adoption of organic technologies, digitization, and vineyard management improvement are all made possible by the EU's policies on sustainable agriculture and the sustainable economy. Furthermore, the increasing demand for natural, organic, or artisanal wines creates new market niches for local winemakers, particularly for boutique wineries that promote sustainability and authenticity. Significant external risks also influence Timiș County wine industry: one of the major risks is climate change, which can have an impact on wine production by increasing the frequency of extreme events like hail, late frosts, and drought. Access to some markets is limited by strong competition with major international producers and well-known Romanian wineries. Economic issues can have an adverse effect on the industry profitability, such as higher cost of production (energy, packaging, and transportation) or decreasing buying power. Additionally, farmers could be facing more pressure whenever laws related to organic farming, labeling, or export taxes are changed.

The comparative analysis defines three main development models within the wine industry of Timiș County: industrial or large-scale producers (Receaș Wineries, Villa Zamer, Sera Domains), characterized by extensive landholding, substantial output, and broad distribution; small-scale producers focused on quality (Petrovaselo, Aramic, Dealul Dorului), defined by a combination of modern technology, local terroir, and premium strategies; boutique and artisanal wineries (Thesaurus, Viniera Secsu Domains, Agape art & nature, Varvara), recognized for low yields, focus on authenticity, tourist experiences, and exclusive wines. This hierarchy illustrates the diversity of the Banat wine industry, where export-oriented industrial production coexists with boutique business models promoting terroir, sustainability, and wine tourism experiences.

Conclusions

Timiș County is a strategically significant regional hub with a distinct and cohesive viticultural identity, although it is not considered significant for quantitative grape production in the country. Regarding vineyards land area, Timiș County viticulture has remained structurally stable between 2020 and 2024, despite ongoing modernization and a significant focus on the commercial production of high-quality wines. Wine grapes cover more than 95% of the vineyards area, reflecting the industry's obvious expertise.

The observed decrease in grape output should not be regarded as a structural decline, but rather as a transition toward a more quality-focused and sustainable viticultural strategy. Timiș County exhibits notable technical performance, often exceeding country average yields despite challenging climate. Furthermore, the economic and consumer preferences trends indicate significant opportunities for foreign market development, supported by Romania increasing visibility in the European wine market. Analysis of consumer preferences in the western Romania revealed a complex and diverse market with a notable preference for premium wines, especially dry and red types; small vineyards have a competitive advantage related to this trend.

The SWOT analysis emphasizes the Timiș County major wineries strategic position and diversity. Renowned producers like Receaș and Petrovaselo show how history, innovation, and worldwide market orientation can be successfully integrated, proving Romanian viticulture ability to compete with major European winemakers. Furthermore, medium-sized and boutique wineries (such as Aramic, Thesaurus, Dealul Dorului, Agape Art & Nature, Sera Domains, Varvara, Villa Zamer, and Secsu Domains) contribute to sector diversity through the development of wine tourism, terroir recognition, niche strategies, and the development of wine tourism. Overall, the SWOT analysis shows that Timiș County winemaking industry go through a development stage, marked by products diversification, technological upgrade, and a growing focus on premium markets and wine tourist experiences. The ability of producers to maximize the advantages of new possibilities like wine tourism, digitization, and export markets while also adjusting to changing customer preferences and climate change will ultimately determine how competitive the wine industry is.