

## **Home and Garden in Romania**

Market Direction | 2022-06-20 | 43 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

Even though most COVID-19 restrictions have been lifted by the end of 2021, Romanians have continued to spend a lot of time at home. Working from home remains at high levels, as does remote learning, and there is still lingering concern about the risks of infection.

Euromonitor International's Home and Garden in Romania report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2026 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Home Improvement and Gardening, Homewares and Home Furnishings.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Home and Garden market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Home and Garden in Romania  
Euromonitor International  
June 2022

### List Of Contents And Tables

#### HOME AND GARDEN IN ROMANIA

##### EXECUTIVE SUMMARY

Home and garden in 2021: The big picture  
2021 key trends  
Competitive landscape  
Retailing developments  
What next for home and garden?

##### MARKET DATA

Table 1 Sales of Home and Garden by Category: Value 2016-2021  
Table 2 Sales of Home and Garden by Category: % Value Growth 2016-2021  
Table 3 NBO Company Shares of Home and Garden: % Value 2017-2021  
Table 4 LBN Brand Shares of Home and Garden: % Value 2018-2021  
Table 5 Penetration of Private Label in Home and Garden by Category: % Value 2016-2021  
Table 6 Distribution of Home and Garden by Format: % Value 2016-2021  
Table 7 Distribution of Home and Garden by Format and Category: % Value 2021  
Table 8 Forecast Sales of Home and Garden by Category: Value 2021-2026  
Table 9 Forecast Sales of Home and Garden by Category: % Value Growth 2021-2026

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### GARDENING IN ROMANIA

##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

Lockdown, new work models lift gardening interest  
New rural consumers emerge as post-pandemic changes accelerate  
New Romanian gardeners buying best tools they can

##### PROSPECTS AND OPPORTUNITIES

Gardening value growth helped by lifestyle trends  
Green trends set to rise in parallel with health, although new gardeners still need convenience  
E-commerce flourishes as infrastructure builds consumer faith

##### CATEGORY DATA

Table 10 Sales of Gardening by Category: Value 2016-2021  
Table 11 Sales of Gardening by Category: % Value Growth 2016-2021  
Table 12 NBO Company Shares of Gardening: % Value 2017-2021  
Table 13 LBN Brand Shares of Gardening: % Value 2018-2021  
Table 14 Distribution of Gardening by Format: % Value 2016-2021  
Table 15 Forecast Sales of Gardening by Category: Value 2021-2026  
Table 16 Forecast Sales of Gardening by Category: % Value Growth 2021-2026

#### HOME FURNISHINGS IN ROMANIA

##### KEY DATA FINDINGS

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## 2021 DEVELOPMENTS

COVID-19 still shaping consumption habits in home furnishing  
Spatial constraints in Romanian homes sparks search for solutions  
Sustainability begins to see meaningful emergence  
Investments in logistics for local players

## PROSPECTS AND OPPORTUNITIES

Home furnishings sees organic growth and more engaged consumer base  
Potential threats to growth  
Good prospects for outdoor furniture

## CATEGORY DATA

Table 17 Sales of Home Furnishings by Category: Value 2016-2021  
Table 18 Sales of Home Furnishings by Category: % Value Growth 2016-2021  
Table 19 NBO Company Shares of Home Furnishings: % Value 2017-2021  
Table 20 LBN Brand Shares of Home Furnishings: % Value 2018-2021  
Table 21 LBN Brand Shares of Light Sources: % Value 2018-2021  
Table 22 Distribution of Home Furnishings by Format: % Value 2016-2021  
Table 23 Forecast Sales of Home Furnishings by Category: Value 2021-2026  
Table 24 Forecast Sales of Home Furnishings by Category: % Value Growth 2021-2026

## HOME IMPROVEMENT IN ROMANIA

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Lockdown accelerates evolution of consumer demand and interest  
Online offer grows at speed in Romania  
Key movements on the competitive landscape

#### PROSPECTS AND OPPORTUNITIES

Sophistication, environmental awareness on the rise  
Operational expansion in power tools  
Rising prices may limit growth although demand remains in place

#### CATEGORY DATA

Table 25 Sales of Home Improvement by Category: Value 2016-2021  
Table 26 Sales of Home Improvement by Category: % Value Growth 2016-2021  
Table 27 NBO Company Shares of Home Improvement: % Value 2017-2021  
Table 28 LBN Brand Shares of Home Improvement: % Value 2018-2021  
Table 29 Distribution of Home Improvement by Format: % Value 2016-2021  
Table 30 Forecast Sales of Home Improvement by Category: Value 2021-2026  
Table 31 Forecast Sales of Home Improvement by Category: % Value Growth 2021-2026

## HOMEWARES IN ROMANIA

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Pandemic measures reshape behaviours, lift homewares in 2021  
Internet retailing on the rise  
Rising brand loyalty

#### PROSPECTS AND OPPORTUNITIES

Lifestyle changes will reshape consumption patterns  
Health and wellness implications for homewares sales  
Private label development

#### CATEGORY DATA

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 32 Sales of Homewares by Category: Value 2016-2021  
Table 33 Sales of Homewares by Category: % Value Growth 2016-2021  
Table 34 Sales of Homewares by Material: % Value 2016-2021  
Table 35 NBO Company Shares of Homewares: % Value 2017-2021  
Table 36 LBN Brand Shares of Homewares: % Value 2018-2021  
Table 37 Distribution of Homewares by Format: % Value 2016-2021  
Table 38 Forecast Sales of Homewares by Category: Value 2021-2026  
Table 39 Forecast Sales of Homewares by Category: % Value Growth 2021-2026

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Home and Garden in Romania

Market Direction | 2022-06-20 | 43 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-09"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com