

Home Improvement in Romania

Market Direction | 2022-06-20 | 19 pages | Euromonitor

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Report description:

Even though many COVID-19 restrictions have been eased in 2021, Romanians continue to spend considerable amounts of time at home, either because many people are still working or studying there, or because restrictions on entertainment and socialisation have made the home more central to social lives. This has made more of them invest in redecorating or renovating this space. In addition, because they are spending less outside the home on travel or eating out, consumers have had more money for ho...

Euromonitor International's Home Improvement 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: Bathroom and Sanitaryware, Floor Covering, Hand Tools, Hardware, Home Paint, Kitchen Sinks, Other Home Improvement, Power Tools, Wall Covering.

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 Improvement 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.

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