

Refrigeration Appliances in Romania

Market Direction | 2022-12-14 | 43 pages | Euromonitor

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Report description:

Despite the inflationary pressures and economic uncertainty, refrigeration appliances is set to register another strong sales performance in 2022 as many Romanian consumers continue to focus their spending on improving the home environment. This growth in volume sales is in part due to consumers postponing the purchase of refrigeration appliances during the COVID-19 pandemic and ensuing lockdowns in 2020 and 2021. This was largely due to income uncertainty and the closure of stores. The lack of...

Euromonitor International's Refrigeration Appliances in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Built-in Refrigeration Appliances, Electric Wine Coolers/Chillers, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges.

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

Why buy this report?

- * Get a detailed picture of the Refrigeration Appliances 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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reliable information resources to help drive informed strategic planning.

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