

## **Discounters in Romania**

Market Direction | 2023-04-19 | 37 pages | Euromonitor

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### **Report description:**

The performance of discounters in 2022 was the result of the low shelf price for many of the products on offer through this channel, but also proximity and convenience. The low prices offered by discounters are due to the high share of private label for both basic products and more sophisticated health and wellness options. Many local consumers were searching for more affordable essentials in 2022 due to high inflation, which was evident in the rising price of groceries in addition to increasing...

Euromonitor International's Discounters in Romania report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- \* Get a detailed picture of the Discounters 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.

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Euromonitor International  
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Lidl Discount retains dominance of consolidated competitive landscape

Penny expands collaboration with delivery platform Glovo in 2022

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Lidl likely to retain dominance of discounters over forecast period

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