

Home Products Specialists in Romania

Market Direction | 2023-04-19 | 38 pages | Euromonitor

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Report description:

While Romanians continued to invest in their homes in 2022, helping to support further sales through home products specialists, growth through the channel was significantly slower when compared to the previous year. This was due to consumers reallocating their disposable incomes to travel and leisure after the complete elimination of COVID-19 restrictions in March 2022. Beyond investments made by players in the development of their outlet networks and advertising, which increased consumer interest...

Euromonitor International's Home Products Specialists 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.

Product coverage: Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores, Pet Shops and Superstores.

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 Products Specialists 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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HOME PRODUCTS SPECIALISTS IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Slower growth for home products specialists as consumers reallocate disposable incomes as society reopens

Price-conscious consumers research and buy online

Dynamism of pet shops and superstores encourages further investment

PROSPECTS AND OPPORTUNITIES

Early declines but forecast period overall looks positive for home products specialists

Further investments in e-commerce predicted

Further outlet expansion planned by leading players

CHANNEL DATA

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RETAIL IN ROMANIA

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Value sales continue to be dominated by grocery retailers, with Romanians relying on government help to cope with inflationary pressures

Greater mobility outside of the home also leads to allocation of budgets to other activities

What next for retail?

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Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2022

Seasonality

Valentine's Day

Mother's Day

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