

## **Retail E-Commerce in Romania**

Market Direction | 2023-04-19 | 39 pages | Euromonitor

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### **Report description:**

After years of accelerated growth over the review period, supported in part by the emergence of the pandemic and home seclusion, e-commerce met various challenges in 2022, provided by high inflation and economic uncertainty, which resulted in more moderate value sales growth for the channel. Many consumers reduced their overall spending, especially on perceived non-essential goods, which led to stagnation or even declines for some product categories and the transformation of mass consumers from...

Euromonitor International's Retail E-Commerce 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- \* Get a detailed picture of the Retail E-Commerce 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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Euromonitor International  
April 2023

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#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

More moderate for e-commerce in 2022 as channel is challenged by various factors

Alternative delivery and payment solutions gain traction

Local player eMAG retains overall leadership of e-commerce

#### **PROSPECTS AND OPPORTUNITIES**

E-commerce to outperform retail overall due to permanent shift in consumer habits

Foods e-commerce set to see further development, driven by partnerships with third party delivery platforms and specialists

Further investments in mobile apps likely to facilitate easier shopping

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### **RETAIL IN ROMANIA**

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Retail in 2022: The big picture

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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

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Seasonality

Valentine's Day

Mother's Day

Easter

Summer sales

Back to School

Black Friday

Winter sales

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