

Retail in Romania

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Report description:

The complete removal of all COVID-19 restrictions in Romania at the beginning of March 2022 resulted in an increasing number of local consumers relying less on the convenience of e-commerce and home deliveries, as they returned more frequently to shopping in physical stores, enjoying the experience of greater freedom outside of the home to see and touch various products for themselves before making a purchasing decision. This trend was evident in the higher current value growth rate recorded by...

Euromonitor International's Retail 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, Retail Offline.

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 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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