

## **Supermarkets in Romania**

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

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### **Report description:**

Despite increasing maturity, the stronger performance by supermarkets in 2022 was the result of small format stores located in densely populated urban neighbourhoods and in downtown areas of major cities and the perception that these stores are increasingly suitable for proximity shopping, in addition to offering a broader range of products. Furthermore, the fact that there are so many different sizes of supermarkets across the country means that the channel is highly adaptable and flexible, ena...

Euromonitor International's Supermarkets 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 Supermarkets 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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