

Home Improvement in Romania

Market Direction | 2023-05-17 | 20 pages | Euromonitor

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Report description:

While home furnishing registered current value growth, constant value sales fell. Double-digit inflation, caused by the energy crisis stemming from the war in Ukraine, dampened constant value sales. In the context of high inflation, more Romanians opted to undertake small home improvement projects themselves, resulting in increased demand for power tools in particular. This was also supported by increased house building, particularly in Bucharest. However, several home improvement products regis...

Euromonitor International's Home Improvement in Romania report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2027 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Bathroom and Sanitaryware, Floor Covering, Hand Tools, Hardware, Home Paint, Kitchen Sinks, Other Home Improvement, Power Tools, Wall Covering.

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 Improvement 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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