

Experiential Luxury in Romania

Market Direction | 2023-10-12 | 18 pages | Euromonitor

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Report description:

Tourist visitor levels in Romania recovered in 2023, despite global macroeconomic pressures like high inflation and the rapid escalation of living costs. International tourism increased by 40% January-July compared with the corresponding period in 2022. Expedia reported a 55% increase in searches for hotels in Bucharest, after the release of a Netflix series, "Wednesday". In addition, Euronews has reported a strong increase in interest in the Romanian attractions featured on the TV series, leadi...

Euromonitor International's Experiential Luxury in Romania report offers a comprehensive guide to the size and shape of the Experiential Luxury market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Experiential Luxury retailing along with the development of consumers' shopping patterns. Forecasts to 2027 illustrate how the market is set to change

Product coverage: Luxury Foodservice, Luxury Hotels.

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

Why buy this report?

- * Get a detailed picture of the Experiential Luxury 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Experiential Luxury in Romania

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List Of Contents And Tables

EXPERIENTIAL LUXURY IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail current value sales of experiential luxury on the rise in 2023

Luxury hotels shape the performance of experiential luxury in 2023

Marriott International Inc holds the lead in experiential luxury in 2022

PROSPECTS AND OPPORTUNITIES

Retail value sales to rise over 2023-2028

Luxury hotels is expected to continue to dominate over the forecast period

Investment opportunities for luxury hotels in Bucharest

CATEGORY DATA

Table 1 Sales of Experiential Luxury by Category: Value 2018-2023

Table 2 Sales of Experiential Luxury by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Experiential Luxury: % Value 2018-2023

Table 4 LBN Brand Shares of Experiential Luxury: % Value 2019-2022

Table 5 Forecast Sales of Experiential Luxury by Category: Value 2023-2028

Table 6 Forecast Sales of Experiential Luxury by Category: % Value Growth 2023-2028

LUXURY GOODS IN ROMANIA

EXECUTIVE SUMMARY

Luxury goods in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 7 Sales of Luxury Goods by Category: Value 2018-2023

Table 8 Sales of Luxury Goods by Category: % Value Growth 2018-2023

Table 9 Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023

Table 10 NBO Company Shares of Luxury Goods: % Value 2018-2023

Table 11 LBN Brand Shares of Luxury Goods: % Value 2019-2023

Table 12 Distribution of Luxury Goods by Format and Category: % Value 2023

Table 13 Forecast Sales of Luxury Goods by Category: Value 2023-2028

Table 14 Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

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