

Apparel and Footwear in Romania

Market Direction | 2023-11-09 | 87 pages | Euromonitor

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Report description:

Apparel and footwear continued to grow in both value and volume terms in 2023 despite a difficult economic context. Romanians are notably preoccupied with their personal image, and they display a high level of brand loyalty and are attracted to big names. Even though the rate of inflation remained high in 2023, consumption did not plunge as consumers preferred to turn to solutions such as buy now, pay later options or buying in several instalments than not making purchases at all. While unit pri...

Euromonitor International's Apparel and Footwear in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Apparel, Footwear, Sportswear.

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

Why buy this report?

- * Get a detailed picture of the Apparel and Footwear 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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