

Consumer Appliances in Romania

Market Direction | 2024-01-04 | 121 pages | Euromonitor

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Report description:

Inflation remains a key factor for consumer appliances in Romania in 2023, as consumers' purchasing power continues to be affected by these economic pressures. In this context, volume sales of major appliances remain low, as many consumers are postponing their big-ticket purchases until a time of economic stability. That said, we are also seeing an element of polarisation in sales, with higher-income consumers seeking innovative models which offer long-term benefits, and lower-income consumers s...

Euromonitor International's Consumer Appliances 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 2019-2023, 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 - be they new product developments, format trends or distribution issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

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

Why buy this report?

- * Get a detailed picture of the Consumer Appliances 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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Smart home laundry appliances to gain more attention

Automatic dryers set to see stronger growth than automatic washing machines due to lower level of category maturity

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Built-in large cooking appliances manage small positive sales thanks to relatively low penetration

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Ongoing move to electric cooking appliances, stimulated by high gas prices and government incentives

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