

Apparel and Footwear in Romania

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

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

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.

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Apparel and Footwear in Romania
Euromonitor International
February 2024

List Of Contents And Tables

APPAREL AND FOOTWEAR IN ROMANIA

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 1 Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 2 Sales of Apparel and Footwear by Category: Value 2018-2023
Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
Table 7 Distribution of Apparel and Footwear by Format: % Value 2018-2023
Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
Table 10 □Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
Table 11 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
Table 12 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

WOMENSWEAR IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for womenswear remains high
Rising interest in second-hand products
E-commerce on the rise

PROSPECTS AND OPPORTUNITIES

Sustainability in the limelight
A market for womenswear from all price ranges
Retail landscape to become even more dynamic

CATEGORY DATA

Table 105 Sales of Womenswear by Category: Volume 2018-2023
Table 106 Sales of Womenswear by Category: Value 2018-2023
Table 107 Sales of Womenswear by Category: % Volume Growth 2018-2023
Table 108 Sales of Womenswear by Category: % Value Growth 2018-2023
Table 109 NBO Company Shares of Womenswear: % Value 2019-2023
Table 110 LBN Brand Shares of Womenswear: % Value 2020-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 111 NBO Company Shares of Women's Nightwear: % Value 2019-2023
 Table 112 LBN Brand Shares of Women's Nightwear: % Value 2020-2023
 Table 113 NBO Company Shares of Women's Outerwear: % Value 2019-2023
 Table 114 □LBN Brand Shares of Women's Outerwear: % Value 2020-2023
 Table 115 □NBO Company Shares of Women's Swimwear: % Value 2019-2023
 Table 116 □LBN Brand Shares of Women's Swimwear: % Value 2020-2023
 Table 117 □NBO Company Shares of Women's Underwear: % Value 2019-2023
 Table 118 □LBN Brand Shares of Women's Underwear: % Value 2020-2023
 Table 119 □Forecast Sales of Womenswear by Category: Volume 2023-2028
 Table 120 □Forecast Sales of Womenswear by Category: Value 2023-2028
 Table 121 □Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028
 Table 122 □Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

MENSWEAR IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation remains a major factor in 2023

Formal apparel continues to grow

Higher adoption of e-commerce

PROSPECTS AND OPPORTUNITIES

Focusing on comfortable clothes

Increasing product variety expected

Retailers to become even more active

CATEGORY DATA

Table 13 Sales of Menswear by Category: Volume 2018-2023
 Table 14 Sales of Menswear by Category: Value 2018-2023
 Table 15 Sales of Menswear by Category: % Volume Growth 2018-2023
 Table 16 Sales of Menswear by Category: % Value Growth 2018-2023
 Table 17 NBO Company Shares of Menswear: % Value 2019-2023
 Table 18 LBN Brand Shares of Menswear: % Value 2020-2023
 Table 19 NBO Company Shares of Men's Nightwear: % Value 2019-2023
 Table 20 LBN Brand Shares of Men's Nightwear: % Value 2020-2023
 Table 21 NBO Company Shares of Men's Outerwear: % Value 2019-2023
 Table 22 □LBN Brand Shares of Men's Outerwear: % Value 2020-2023
 Table 23 □NBO Company Shares of Men's Swimwear: % Value 2019-2023
 Table 24 □LBN Brand Shares of Men's Swimwear: % Value 2020-2023
 Table 25 □NBO Company Shares of Men's Underwear: % Value 2019-2023
 Table 26 □LBN Brand Shares of Men's Underwear: % Value 2020-2023
 Table 27 □Forecast Sales of Menswear by Category: Volume 2023-2028
 Table 28 □Forecast Sales of Menswear by Category: Value 2023-2028
 Table 29 □Forecast Sales of Menswear by Category: % Volume Growth 2023-2028
 Table 30 □Forecast Sales of Menswear by Category: % Value Growth 2023-2028

CHILDRENSWEAR IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Parents are willing to spend more for good quality products

Licensing - a key trend for the category

Pepco retains lead in childrenswear

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

PROSPECTS AND OPPORTUNITIES

Growth dampened by population ageing but boosted by premiumisation

Demand for childrenswear to follow a seasonal pattern

Room for growth for private labels

CATEGORY DATA

Table 31 Sales of Childrenswear by Category: Volume 2018-2023

Table 32 Sales of Childrenswear by Category: Value 2018-2023

Table 33 Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 34 Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 35 NBO Company Shares of Childrenswear: % Value 2019-2023

Table 36 LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 37 Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 38 Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 39 Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 40 □Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

SPORTSWEAR IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sportswear grows amid a favourable context

Chained retailers are dominating sales

Decathlon remains in front, while the voice of Romanian sportswear players is increasingly heard

PROSPECTS AND OPPORTUNITIES

Soaring performance forecast for sportswear

Expected premiumisation

Rising importance of e-commerce

CATEGORY DATA

Table 41 Sales of Sportswear by Category: Value 2018-2023

Table 42 Sales of Sportswear by Category: % Value Growth 2018-2023

Table 43 NBO Company Shares of Sportswear: % Value 2019-2023

Table 44 LBN Brand Shares of Sportswear: % Value 2020-2023

Table 45 Distribution of Sportswear by Format: % Value 2018-2023

Table 46 Forecast Sales of Sportswear by Category: Value 2023-2028

Table 47 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

JEANS IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Working from home trend slows down growth

Between big brands and private labels

Online sales are occupying a central place

PROSPECTS AND OPPORTUNITIES

Expected competition from sportswear

High product diversity and further online expansion

Romanians to embrace eco-friendly jeans

CATEGORY DATA

Table 48 Sales of Jeans by Category: Volume 2018-2023

Table 49 Sales of Jeans by Category: Value 2018-2023

Table 50 Sales of Jeans by Category: % Volume Growth 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 51 Sales of Jeans by Category: % Value Growth 2018-2023
Table 52 Sales of Men's Jeans by Category: Volume 2018-2023
Table 53 Sales of Men's Jeans by Category: Value 2018-2023
Table 54 Sales of Men's Jeans by Category: % Volume Growth 2018-2023
Table 55 Sales of Men's Jeans by Category: % Value Growth 2018-2023
Table 56 Sales of Women's Jeans by Category: Volume 2018-2023
Table 57 □Sales of Women's Jeans by Category: Value 2018-2023
Table 58 □Sales of Women's Jeans by Category: % Volume Growth 2018-2023
Table 59 □Sales of Women's Jeans by Category: % Value Growth 2018-2023
Table 60 □NBO Company Shares of Jeans: % Value 2019-2023
Table 61 □LBN Brand Shares of Jeans: % Value 2020-2023
Table 62 □Forecast Sales of Jeans by Category: Volume 2023-2028
Table 63 □Forecast Sales of Jeans by Category: Value 2023-2028
Table 64 □Forecast Sales of Jeans by Category: % Volume Growth 2023-2028
Table 65 □Forecast Sales of Jeans by Category: % Value Growth 2023-2028
Table 66 □Forecast Sales of Men's Jeans by Category: Volume 2023-2028
Table 67 □Forecast Sales of Men's Jeans by Category: Value 2023-2028
Table 68 □Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028
Table 69 □Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028
Table 70 □Forecast Sales of Women's Jeans by Category: Volume 2023-2028
Table 71 □Forecast Sales of Women's Jeans by Category: Value 2023-2028
Table 72 □Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028
Table 73 □Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

HOSIERY IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Adoption of more active lifestyles has positive impact on hosiery sales

Good context for non-sheer hosiery

Private labels become more relevant

PROSPECTS AND OPPORTUNITIES

Sustained growth in the future

Premiumisation and innovation expected

Pepco to lead sales

CATEGORY DATA

Table 74 Sales of Hosiery by Category: Volume 2018-2023
Table 75 Sales of Hosiery by Category: Value 2018-2023
Table 76 Sales of Hosiery by Category: % Volume Growth 2018-2023
Table 77 Sales of Hosiery by Category: % Value Growth 2018-2023
Table 78 NBO Company Shares of Hosiery: % Value 2019-2023
Table 79 LBN Brand Shares of Hosiery: % Value 2020-2023
Table 80 Forecast Sales of Hosiery by Category: Volume 2023-2028
Table 81 Forecast Sales of Hosiery by Category: Value 2023-2028
Table 82 Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028
Table 83 □Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

APPAREL ACCESSORIES IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Apparel accessories regarded as an affordable way to improve one's image

Low quality products still have a significant presence

Ties category leads growth in 2023

PROSPECTS AND OPPORTUNITIES

Less expensive brands preferred in the short term

Expected success for small companies

More apparel accessories in grocery stores

CATEGORY DATA

Table 84 Sales of Apparel Accessories by Category: Volume 2018-2023

Table 85 Sales of Apparel Accessories by Category: Value 2018-2023

Table 86 Sales of Apparel Accessories by Category: % Volume Growth 2018-2023

Table 87 Sales of Apparel Accessories by Category: % Value Growth 2018-2023

Table 88 NBO Company Shares of Apparel Accessories: % Value 2019-2023

Table 89 LBN Brand Shares of Apparel Accessories: % Value 2020-2023

Table 90 Forecast Sales of Apparel Accessories by Category: Volume 2023-2028

Table 91 Forecast Sales of Apparel Accessories by Category: Value 2023-2028

Table 92 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028

Table 93 □Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

FOOTWEAR IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

2023 brings growth for footwear

Winners and losers amongst the local manufacturers

Footwear retailers rely heavily on innovation

PROSPECTS AND OPPORTUNITIES

Consistent growth in the forecast period

Intensifying competition over the forecast period

Online retail to keep on growing

CATEGORY DATA

Table 94 Sales of Footwear by Category: Volume 2018-2023

Table 95 Sales of Footwear by Category: Value 2018-2023

Table 96 Sales of Footwear by Category: % Volume Growth 2018-2023

Table 97 Sales of Footwear by Category: % Value Growth 2018-2023

Table 98 NBO Company Shares of Footwear: % Value 2019-2023

Table 99 LBN Brand Shares of Footwear: % Value 2020-2023

Table 100 Distribution of Footwear by Format: % Value 2018-2023

Table 101 Forecast Sales of Footwear by Category: Volume 2023-2028

Table 102 Forecast Sales of Footwear by Category: Value 2023-2028

Table 103 □Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 104 □Forecast Sales of Footwear by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Apparel and Footwear in Romania

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-26
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com