

Appliances and Electronics Specialists in Romania

Market Direction | 2024-03-04 | 36 pages | Euromonitor

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Report description:

Following strong growth during COVID-19, in 2023, appliances and electronics specialists in Romania registered a downward trend. For larger appliances, sales were sustained in 2023 as consumers applied for vouchers through a scrappage scheme, driving replacement sales. The Administration finances the program Rabla ("Scrap") for electrical appliances for the Environment Fund and offers discount vouchers for the purchase of new household appliances. The programme was launched in 2021 and continued...

Euromonitor International's Appliances and Electronics Specialists in Romania report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- * Get a detailed picture of the Appliances and Electronics Specialists 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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Table of Contents:

Appliances and Electronics Specialists in Romania

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List Of Contents And Tables

APPLIANCES AND ELECTRONICS SPECIALISTS IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers prioritise spending on essentials, challenging growth in 2023

Domestic retailers lead while making investments in digital and outlet expansions

Players develop online sales and click-and-collect services to drive growth

PROSPECTS AND OPPORTUNITIES

Retailers continue to invest in digital, with a focus on social media and e-commerce

Sales will be sustained through discount vouchers during a challenging time

Ongoing innovation into smart technology aids sales over the forecast period

CHANNEL DATA

Table 1 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 2 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 3 Appliances and Electronics Specialists GBO Company Shares: % Value 2019-2023

Table 4 Appliances and Electronics Specialists GBN Brand Shares: % Value 2020-2023

Table 5 Appliances and Electronics Specialists LBN Brand Shares: Outlets 2020-2023

Table 6 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 7 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

RETAIL IN ROMANIA

EXECUTIVE SUMMARY

Grocery retailers dominate sales in 2023

Omni-channel contributes to the retail dynamics

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Valentine's Day

Mother's Day

Easter

Summer sales

Back to School

Black Friday

Winter sales

Christmas

MARKET DATA

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 9 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 10 Sales in Retail Offline by Channel: Value 2018-2023

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Table 11	Sales in Retail Offline by Channel: % Value Growth 2018-2023
Table 12	Retail Offline Outlets by Channel: Units 2018-2023
Table 13	Retail Offline Outlets by Channel: % Unit Growth 2018-2023
Table 14	Sales in Retail E-Commerce by Product: Value 2018-2023
Table 15	Sales in Retail E-Commerce by Product: % Value Growth 2018-2023
Table 16	Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 17	□Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 18	□Sales in Grocery Retailers by Channel: Value 2018-2023
Table 19	□Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
Table 20	□Grocery Retailers Outlets by Channel: Units 2018-2023
Table 21	□Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 22	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 23	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 24	□Sales in Non-Grocery Retailers by Channel: Value 2018-2023
Table 25	□Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
Table 26	□Non-Grocery Retailers Outlets by Channel: Units 2018-2023
Table 27	□Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 28	□Retail GBO Company Shares: % Value 2019-2023
Table 29	□Retail GBN Brand Shares: % Value 2020-2023
Table 30	□Retail Offline GBO Company Shares: % Value 2019-2023
Table 31	□Retail Offline GBN Brand Shares: % Value 2020-2023
Table 32	□Retail Offline LBN Brand Shares: Outlets 2020-2023
Table 33	□Retail E-Commerce GBO Company Shares: % Value 2019-2023
Table 34	□Retail E-Commerce GBN Brand Shares: % Value 2020-2023
Table 35	□Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 36	□Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 37	□Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 38	□Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 39	□Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 40	□Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 41	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
Table 42	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
Table 43	□Forecast Sales in Retail Offline by Channel: Value 2023-2028
Table 44	□Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
Table 45	□Forecast Retail Offline Outlets by Channel: Units 2023-2028
Table 46	□Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
Table 47	□Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
Table 48	□Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
Table 49	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 50	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 51	□Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
Table 52	□Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
Table 53	□Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
Table 54	□Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
Table 55	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 56	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 57	□Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

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Table 58 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 59 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 60 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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SOURCES

Summary 2 Research Sources

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