

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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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

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