

Direct Selling in Romania

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

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Report description:

The decline of direct selling in 2023 in Romania was a continuation of the results noted in 2022. Much of this decline was due to the lifting of COVID-19 restrictions, which began in March 2022, and resulted in a strong uplift of consumers in physical store. Eliminating constraints for travelling and entertainment in 2022 also impacted results in 2023, as available incomes were transferred to outdoor activities. Online activity for direct sellers also faces increasing competition from beauty spe...

Euromonitor International's Direct Selling 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.

Product coverage: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

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

Why buy this report?

- * Get a detailed picture of the Direct Selling 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

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Beauty and personal care offerings drive sales, while Avon retains its lead

Demand for wellbeing sustains the performance of consumer health brands

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MARKET DATA

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