

Discounters in Romania

Market Direction | 2024-03-04 | 35 pages | Euromonitor

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Report description:

Strong, double-digit retail value growth for discounters in Romania in 2023 resulted from heightened footfall driven by rising inflation. As bills rose, consumers were forced to reevaluate their spending habits, including migrating to other channels that offer a higher volume of deals and discounts. Affordable price points for most products in discounters, in addition to proximity and convenience, aided the ongoing growth of the channel. This positive performance was also the result of ongoing e...

Euromonitor International's Discounters 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 Discounters 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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Affordability and outlet expansion increase the popularity of discounters

Lidl retains its lead with a strong focus on expansion and low-price points

Auchan enters discounters after remodelling hypermarkets to drive sales

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