

## **General Merchandise Stores in Romania**

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

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### **Report description:**

In 2023, general merchandise stores in Romania were represented in totality by variety stores. However, variety stores is an underdeveloped retail channel, which remains unfamiliar to most local consumers. Variety stores have never really developed as a retail concept in a country with a strong tradition of highly specialised non-grocery retailers that often sell only one type of product but offer every variation of this product in their stores. Moreover, when looking for a retail outlet that st...

Euromonitor International's General Merchandise Stores 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: Department Stores, Variety Stores.

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

### **Why buy this report?**

- \* Get a detailed picture of the General Merchandise Stores 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
March 2024

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