

Home Products Specialists in Romania

Market Direction | 2024-03-04 | 37 pages | Euromonitor

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Report description:

In 2023, home product specialists in Romania showcased positive growth driven by home improvement and gardening stores. Consumers in Romania have showcased a rising interest in DIY and gardening, which began during home seclusion and the outbreak of COVID-19. Having forged an interest, in 2023, Romanians have continued to invest in their homes, although at a lower rate than during the pandemic. This is due to the lifting of restrictions redirecting disposable incomes to travel and leisure. Beyond...

Euromonitor International's Home Products 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.

Product coverage: Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores, Pet Shops and Superstores.

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

Why buy this report?

- * Get a detailed picture of the Home Products 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and

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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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Euromonitor International
March 2024

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HOME PRODUCTS SPECIALISTS IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

The home improvement trend continues to drive sales on the landscape

E-commerce continues to drive sales for home improvement products in 2023

The entry of Fressnapf consolidates the pet shops and superstores landscape

PROSPECTS AND OPPORTUNITIES

The rising cost of living impacts future sales on the home improvement landscape

Players expand their online options, providing store space for pick-ups

Dedeman retains its lead while Ikea focuses on its expansion plans

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RETAIL IN ROMANIA

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Omni-channel contributes to the retail dynamics

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Opening hours for physical retail

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Mother's Day

Easter

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Back to School
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