

Hypermarkets in Romania

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Report description:

In 2023, hypermarkets in Romania continued to see retail value growth; however, footfall declined. The social function of hypermarkets before COVID-19 was a place for shopping and entertainment. This has diminished significantly since 2021, with the importance of proximity shopping growing as consumers focus on daily essentials. The elimination of COVID-19 restrictions at the beginning of March 2022, led to heightened activity in travel and consumer food service, with less interest in big shoppi...

Euromonitor International's Hypermarkets 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 Hypermarkets 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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KEY DATA FINDINGS

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Lower footfall in hypermarkets as consumers focus on proximity

Hypermarkets invest in an omnichannel presence and partner with delivery services

Kaufland leads hypermarkets, while offering local produce to increase appeal

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Proximity shopping negatively impacts hypermarket growth over the forecast period

International brands account for the majority of sales in hypermarkets

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