

Retail E-Commerce in Romania

Market Direction | 2024-03-04 | 39 pages | Euromonitor

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Report description:

After several years of accelerated evolution, 2023 was a challenging year for e-commerce in Romania.

Euromonitor International's Retail E-Commerce 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- * Get a detailed picture of the Retail E-Commerce 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.

Table of Contents:

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List Of Contents And Tables

RETAIL E-COMMERCE IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

While growth remains positive, sales slow as consumers become price-sensitive

New technologies reshape shopping behaviour on the Romanian landscape

eMAG retains leadership while offering the largest marketplace in Romania

PROSPECTS AND OPPORTUNITIES

Omnichannel approaches rise, driving growth in e-commerce in Romania

Food e-commerce is set to rise as partnerships with delivery services increase

High mobile traffic generates growing sales for e-commerce players

CHANNEL DATA

Table 1 Retail E-Commerce by Channel: Value 2017-2022

Table 2 Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 3 Retail E-Commerce by Product: Value 2017-2022

Table 4 Retail E-Commerce by Product: % Value Growth 2017-2022

Table 5 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 6 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 7 Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 8 Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 9 Forecast Retail E-Commerce by Product: Value 2022-2027

Table 10 □Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

RETAIL IN ROMANIA

EXECUTIVE SUMMARY

Grocery retailers dominate sales in 2023

Omni-channel contributes to the retail dynamics

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Valentine's Day

Mother's Day

Easter

Summer sales

Back to School

Black Friday

Winter sales

Christmas

MARKET DATA

Table 11 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

| | |
|----------|--|
| Table 12 | Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023 |
| Table 13 | Sales in Retail Offline by Channel: Value 2018-2023 |
| Table 14 | Sales in Retail Offline by Channel: % Value Growth 2018-2023 |
| Table 15 | Retail Offline Outlets by Channel: Units 2018-2023 |
| Table 16 | Retail Offline Outlets by Channel: % Unit Growth 2018-2023 |
| Table 17 | Sales in Retail E-Commerce by Product: Value 2018-2023 |
| Table 18 | Sales in Retail E-Commerce by Product: % Value Growth 2018-2023 |
| Table 19 | Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023 |
| Table 20 | □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023 |
| Table 21 | □Sales in Grocery Retailers by Channel: Value 2018-2023 |
| Table 22 | □Sales in Grocery Retailers by Channel: % Value Growth 2018-2023 |
| Table 23 | □Grocery Retailers Outlets by Channel: Units 2018-2023 |
| Table 24 | □Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023 |
| Table 25 | □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023 |
| Table 26 | □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023 |
| Table 27 | □Sales in Non-Grocery Retailers by Channel: Value 2018-2023 |
| Table 28 | □Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023 |
| Table 29 | □Non-Grocery Retailers Outlets by Channel: Units 2018-2023 |
| Table 30 | □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023 |
| Table 31 | □Retail GBO Company Shares: % Value 2019-2023 |
| Table 32 | □Retail GBN Brand Shares: % Value 2020-2023 |
| Table 33 | □Retail Offline GBO Company Shares: % Value 2019-2023 |
| Table 34 | □Retail Offline GBN Brand Shares: % Value 2020-2023 |
| Table 35 | □Retail Offline LBN Brand Shares: Outlets 2020-2023 |
| Table 36 | □Retail E-Commerce GBO Company Shares: % Value 2019-2023 |
| Table 37 | □Retail E-Commerce GBN Brand Shares: % Value 2020-2023 |
| Table 38 | □Grocery Retailers GBO Company Shares: % Value 2019-2023 |
| Table 39 | □Grocery Retailers GBN Brand Shares: % Value 2020-2023 |
| Table 40 | □Grocery Retailers LBN Brand Shares: Outlets 2020-2023 |
| Table 41 | □Non-Grocery Retailers GBO Company Shares: % Value 2019-2023 |
| Table 42 | □Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023 |
| Table 43 | □Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023 |
| Table 44 | □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028 |
| Table 45 | □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028 |
| Table 46 | □Forecast Sales in Retail Offline by Channel: Value 2023-2028 |
| Table 47 | □Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028 |
| Table 48 | □Forecast Retail Offline Outlets by Channel: Units 2023-2028 |
| Table 49 | □Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028 |
| Table 50 | □Forecast Sales in Retail E-Commerce by Product: Value 2023-2028 |
| Table 51 | □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028 |
| Table 52 | □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028 |
| Table 53 | □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028 |
| Table 54 | □Forecast Sales in Grocery Retailers by Channel: Value 2023-2028 |
| Table 55 | □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028 |
| Table 56 | □Forecast Grocery Retailers Outlets by Channel: Units 2023-2028 |
| Table 57 | □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028 |
| Table 58 | □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028 |

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Table 59 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 60 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 61 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 62 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 63 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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SOURCES

Summary 2 Research Sources

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