

Home and Garden in Romania

Market Direction | 2024-06-06 | 46 pages | Euromonitor

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Report description:

Home and garden in Romania experienced steady growth in current value terms in 2023, albeit at a slower rate than in 2022. Growth was largely driven by several macroeconomic factors such as elevated inflation, fluctuating GDP growth, and rising living costs, all of which significantly impacted consumer behaviour. Economic uncertainty led many consumers to become more cautious with their spending, prioritising essential purchases over discretionary items. This cautious approach particularly affected...

Euromonitor International's Home and Garden in Romania report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2028 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Home Improvement and Gardening, Homewares and Home Furnishings.

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 and Garden 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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