

Home Furnishings in Romania

Market Direction | 2024-06-06 | 23 pages | Euromonitor

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Report description:

Against a backdrop of soaring inflation and a sharp rise in the cost of living, disposable income continued to decline in 2023 forcing some Romanians to buy cheaper second-hand home furnishings or to postpone their purchases altogether. To attract shoppers, some retailers tried introducing promotions as well as Buy Now, Pay Later options. For instance, Mobexpert offered its Mobexpert Credit Card to shoppers which allowed them to buy its beds and mattresses and spread payments across smaller inst...

Euromonitor International's Home Furnishings 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: Indoor Living, Lighting, Outdoor Living.

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 Furnishings 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

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reliable information resources to help drive informed strategic planning.

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LED adoption and technological advancements provide some optimism in lighting

Home textiles seen as an affordable way to improve and update your home

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Sitting furniture set to struggle amidst high inflation and a slowdown in the housing market

Home textiles set to see polarisation of demand with both low-end and premium products attracting interest

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SOURCES

Summary 1 Research Sources

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