

Home Improvement in Romania

Market Direction | 2024-06-06 | 22 pages | Euromonitor

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Report description:

Despite high inflation and rising production costs, the prices of power tools and hand tools were seen to have stabilised and in some cases even declined in 2023. This was due to popular chained retailers such as Leroy Merlin optimising their supply chains and re-negotiating better deals with their suppliers. Demand for home improvement products was also maintained by the growing offer of Buy Now, Pay Later solutions being offered by all of the major retailers, which was especially relevant for...

Euromonitor International's Home Improvement 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: Bathroom and Sanitaryware, Floor Covering, Hand Tools, Hardware, Home Paint, Kitchen Sinks, Other Home Improvement, Power Tools, Wall Covering.

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 Improvement 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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