

Personal Luxury in Romania

Market Direction | 2024-10-11 | 24 pages | Euromonitor

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Report description:

Retail current value sales of designer apparel and footwear (ready-to-wear) is set to rise by 2% in 2024, reaching sales of RON1.3 billion. This performance is driven primarily by designer apparel (ready-to-wear), with women's apparel totalling RON573 million. Romania remains an important manufacturing hub for apparel products, with brands such as Prada, Gucci, Max Mara being manufactured locally. However, many of these products are actually sold in external markets, with Gucci and Prada not hav...

Euromonitor International's Personal Luxury in Romania report offers a comprehensive guide to the size and shape of the Personal Luxury market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Personal Luxury retailing along with the development of consumers' shopping patterns. Forecasts to 2028 illustrate how the market is set to change

Product coverage: Designer Apparel and Footwear (Ready-to-Wear), Luxury Eyewear, Luxury Jewellery, Luxury Leather Goods, Luxury Timepieces, Luxury Wearables Electronics, Luxury Writing Instruments and Stationery, Super Premium Beauty and Personal Care.

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

Why buy this report?

- * Get a detailed picture of the Personal Luxury 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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Designer apparel and footwear players benefit from the move away from fast fashion

Luxury eyewear benefits from being on-trend, driving positive retail value growth

Sentimental pieces drive ongoing growth on the luxury jewellery landscape

Demand for sustainable options is rising in luxury leather goods

Luxury wearables offer elegant designs blended with advanced technology

Positive growth as consumers consider luxury timepieces to be investments

Sales of luxury writing instruments and stationery are supported by customisation

Fashion brands continue to launch on the super-premium beauty and personal care landscape

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Luxury timepieces and wearables drive ongoing growth on the landscape

E-commerce sales rise as players invest in technology that support personalised experiences

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