

## **Consumer Electronics Retail in Romania**

Industry Report | 2024-08-30 | 42 pages | MarketLine

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### **Report description:**

Consumer Electronics Retail in Romania

#### Summary

Consumer Electronics Retail in Romania industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The consumer electronics retail market comprises the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. The market value represents the retail sales value of consumer electronics.
- The Romanian consumer electronics retail market recorded revenues of \$7.8 billion in 2023, representing a compound annual growth rate (CAGR) of 8.5% between 2018 and 2023.
- The household appliances segment accounted for the market's largest proportion in 2023, with total revenues of \$2.6 billion, equivalent to 33.5% of the market's overall value.
- Rising consumer confidence is a key driver for the consumer electronics retail market, as consumers are more inclined to invest in the latest gadgets and devices that enhances their lifestyle. According to the European Commission, consumer confidence in Romania reached -18.3 points in August 2023, up from -30.4 points in August 2022.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer electronics retail market in Romania

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Romania
- Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Romania consumer electronics retail market with five year forecasts

#### Reasons to Buy

- What was the size of the Romania consumer electronics retail market by value in 2023?
- What will be the size of the Romania consumer electronics retail market in 2028?
- What factors are affecting the strength of competition in the Romania consumer electronics retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Romania's consumer electronics retail market?

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