

## **Experiential Luxury in Romania**

Market Direction | 2024-10-11 | 17 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

Retail value sales for experiential luxury will record double-digit retail value growth in 2024, driven by the luxury hotel landscape. Due to the outbreak of COVID-19 and associated closures and restrictions, retail current value sales decreased by 69% in 2020, to fall to RON151 million. In 2024, sales are set to exceed the 2019 pre-pandemic level of RON484 million, with total retail value sales of RON485 million. There is set to be 9.9 million inbound trips in Romania in 2024, up from 7 million...

Euromonitor International's Experiential Luxury in Romania report offers a comprehensive guide to the size and shape of the Experiential 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 Experiential Luxury retailing along with the development of consumers' shopping patterns. Forecasts to 2028 illustrate how the market is set to change

Product coverage: Luxury Foodservice, Luxury Hotels.

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

Why buy this report?

- \* Get a detailed picture of the Experiential 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Table of Contents:**

Experiential Luxury in Romania  
Euromonitor International  
October 2024

List Of Contents And Tables

EXPERIENTIAL LUXURY IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rise in sales as inbound tourism increases, boosting spending on experiences  
Luxury hotels invest in wellness experiences and premium surroundings  
Marriott International Inc retains its lead while guest numbers rise

PROSPECTS AND OPPORTUNITIES

Luxury hotel launches drive growth as retail value sales rise  
Unique experiences and sustainable features engage wealthy clientele  
Luxury foodservice could bolster growth through innovative experiences

CATEGORY DATA

- Table 1 Sales of Experiential Luxury by Category: Value 2019-2024
- Table 2 Sales of Experiential Luxury by Category: % Value Growth 2019-2024
- Table 3 NBO Company Shares of Experiential Luxury: % Value 2019-2023
- Table 4 LBN Brand Shares of Experiential Luxury: % Value 2020-2023
- Table 5 Forecast Sales of Experiential Luxury by Category: Value 2024-2029
- Table 6 Forecast Sales of Experiential Luxury by Category: % Value Growth 2024-2029

LUXURY GOODS IN ROMANIA

EXECUTIVE SUMMARY

Luxury goods in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for luxury goods?

MARKET DATA

- Table 7 Sales of Luxury Goods by Category: Value 2019-2024
- Table 8 Sales of Luxury Goods by Category: % Value Growth 2019-2024
- Table 9 Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024
- Table 10 NBO Company Shares of Luxury Goods: % Value 2019-2023
- Table 11 LBN Brand Shares of Luxury Goods: % Value 2020-2023
- Table 12 Distribution of Luxury Goods by Format and Category: % Value 2024
- Table 13 Forecast Sales of Luxury Goods by Category: Value 2024-2029
- Table 14 Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com  
www.scotts-international.com

## Experiential Luxury in Romania

Market Direction | 2024-10-11 | 17 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-13"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com