

## **Consumer Appliances in Romania**

Market Direction | 2025-01-10 | 118 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2675.00
- Multiple User License (1 Site) €5350.00
- Multiple User License (Global) €8025.00

### **Report description:**

Overall, consumer appliances in Romania performed better in 2024, due to rising consumer disposable income and falling inflation. Nevertheless, major appliances witnessed slight decline in retail volume terms, reflecting the reluctance of Romanians to make large investments in times of economic uncertainty. Small appliances registered an increase in volume terms, helped by product diversification, numerous discounts, rising consumer education and more sophisticated demands. The burgeoning coffee...

Euromonitor International's Consumer Appliances in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2020-2024, 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 - be they new product developments, format trends or distribution issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Appliances 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

www.scotts-international.com

## Table of Contents:

Consumer Appliances in Romania

Euromonitor International

January 2025

List Of Contents And Tables

### CONSUMER APPLIANCES IN ROMANIA

#### EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

#### MARKET INDICATORS

Table 1 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025

Table 2 Replacement Cycles of Consumer Appliances by Category 2019-2025

#### MARKET DATA

Table 3 Sales of Consumer Appliances by Category: Volume 2019-2024

Table 4 Sales of Consumer Appliances by Category: Value 2019-2024

Table 5 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024

Table 6 Sales of Consumer Appliances by Category: % Value Growth 2019-2024

Table 7 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024

Table 8 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024

Table 9 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024

Table 10 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024

Table 11 □Sales of Small Appliances by Category: Volume 2019-2024

Table 12 □Sales of Small Appliances by Category: Value 2019-2024

Table 13 □Sales of Small Appliances by Category: % Volume Growth 2019-2024

Table 14 □Sales of Small Appliances by Category: % Value Growth 2019-2024

Table 15 □NBO Company Shares of Major Appliances: % Volume 2020-2024

Table 16 □LBN Brand Shares of Major Appliances: % Volume 2021-2024

Table 17 □NBO Company Shares of Small Appliances: % Volume 2020-2024

Table 18 □LBN Brand Shares of Small Appliances: % Volume 2021-2024

Table 19 □Distribution of Major Appliances by Format: % Volume 2019-2024

Table 20 □Distribution of Small Appliances by Format: % Volume 2019-2024

Table 21 □Forecast Sales of Consumer Appliances by Category: Volume 2024-2029

Table 22 □Forecast Sales of Consumer Appliances by Category: Value 2024-2029

Table 23 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029

Table 25 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029

Table 26 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029

Table 27 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029

Table 28 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029

Table 29 □Forecast Sales of Small Appliances by Category: Volume 2024-2029

Table 30 □Forecast Sales of Small Appliances by Category: Value 2024-2029

Table 31 □Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029

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

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

www.scotts-international.com

Table 32 □ Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

REFRIGERATION APPLIANCES IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume declines in refrigeration appliances

Local manufacturers face challenges and focus on efficiency

Beko reaffirms its leadership stance and CSR commitment

PROSPECTS AND OPPORTUNITIES

Fridge-freezers will continue to dominate sales

Products with innovative features will attract consumers

Future regulations will shape the refrigeration appliances category

CATEGORY DATA

Table 33 Sales of Refrigeration Appliances by Category: Volume 2019-2024

Table 34 Sales of Refrigeration Appliances by Category: Value 2019-2024

Table 35 Sales of Refrigeration Appliances by Category: % Volume Growth 2019-2024

Table 36 Sales of Refrigeration Appliances by Category: % Value Growth 2019-2024

Table 37 Sales of Freezers by Format: % Volume 2019-2024

Table 38 Sales of Freezers by Volume Capacity: % Volume 2019-2024

Table 39 Sales of Fridge Freezers by Format: % Volume 2019-2024

Table 40 Sales of Fridge Freezers by Volume Capacity: % Volume 2019-2024

Table 41 Sales of Fridge Freezers by Smart Appliances: % Volume 2020-2024

Table 42 □ Sales of Fridges by Volume Capacity: % Volume 2019-2024

Table 43 □ NBO Company Shares of Refrigeration Appliances: % Volume 2020-2024

Table 44 □ LBN Brand Shares of Refrigeration Appliances: % Volume 2021-2024

Table 45 □ NBO Company Shares of Built-in Fridge Freezers: % Volume 2020-2024

Table 46 □ NBO Company Shares of Freestanding Fridge Freezers: % Volume 2020-2024

Table 47 □ NBO Company Shares of Built-in Fridges: % Volume 2020-2024

Table 48 □ NBO Company Shares of Freestanding Fridges: % Volume 2020-2024

Table 49 □ Distribution of Refrigeration Appliances by Format: % Volume 2019-2024

Table 50 □ Production of Refrigeration Appliances: Total Volume 2019-2024

Table 51 □ Forecast Sales of Refrigeration Appliances by Category: Volume 2024-2029

Table 52 □ Forecast Sales of Refrigeration Appliances by Category: Value 2024-2029

Table 53 □ Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2024-2029

Table 54 □ Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2024-2029

HOME LAUNDRY APPLIANCES IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic uncertainty hurts home laundry appliances

Manufacturers focus on optimising and upgrading production

Continuous innovation across the category

PROSPECTS AND OPPORTUNITIES

Slow recovery for home laundry appliances

AI integration to step into the limelight

Built-in home laundry appliances to grow at a faster rate

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

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

www.scotts-international.com

## CATEGORY DATA

Table 55 Sales of Home Laundry Appliances by Category: Volume 2019-2024

Table 56 Sales of Home Laundry Appliances by Category: Value 2019-2024

Table 57 Sales of Home Laundry Appliances by Category: % Volume Growth 2019-2024

Table 58 Sales of Home Laundry Appliances by Category: % Value Growth 2019-2024

Table 59 Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2019-2024

Table 60 Sales of Automatic Washing Machines by Format: % Volume 2019-2024

Table 61 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2019-2024

Table 62 Sales of Automatic Washing Machines by Smart Appliances: % Volume 2020-2024

Table 63 NBO Company Shares of Home Laundry Appliances: % Volume 2020-2024

Table 64 □LBN Brand Shares of Home Laundry Appliances: % Volume 2021-2024

Table 65 □Distribution of Home Laundry Appliances by Format: % Volume 2019-2024

Table 66 □Production of Home Laundry Appliances: Total Volume 2019-2024

Table 67 □Forecast Sales of Home Laundry Appliances by Category: Volume 2024-2029

Table 68 □Forecast Sales of Home Laundry Appliances by Category: Value 2024-2029

Table 69 □Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2024-2029

Table 70 □Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2024-2029

## DISHWASHERS IN ROMANIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Steady performance for dishwashers

Romanians prefer to pay in instalments when buying dishwashers

E-commerce retailing is on the rise

### PROSPECTS AND OPPORTUNITIES

Bright future for dishwashers in Romania

Premium dishwashers will see growing demand

Shift towards more modern dishwashers

## CATEGORY DATA

Table 71 Sales of Dishwashers by Category: Volume 2019-2024

Table 72 Sales of Dishwashers by Category: Value 2019-2024

Table 73 Sales of Dishwashers by Category: % Volume Growth 2019-2024

Table 74 Sales of Dishwashers by Category: % Value Growth 2019-2024

Table 75 Sales of Dishwashers by Format: % Volume 2019-2024

Table 76 Sales of Dishwashers by Smart Appliances: % Volume 2020-2024

Table 77 NBO Company Shares of Dishwashers: % Volume 2020-2024

Table 78 LBN Brand Shares of Dishwashers: % Volume 2021-2024

Table 79 Distribution of Dishwashers by Format: % Volume 2019-2024

Table 80 □Production of Dishwashers: Total Volume 2019-2024

Table 81 □Forecast Sales of Dishwashers by Category: Volume 2024-2029

Table 82 □Forecast Sales of Dishwashers by Category: Value 2024-2029

Table 83 □Forecast Sales of Dishwashers by Category: % Volume Growth 2024-2029

Table 84 □Forecast Sales of Dishwashers by Category: % Value Growth 2024-2029

## LARGE COOKING APPLIANCES IN ROMANIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Slight rise in volume growth of large cooking appliances

Positive performance for built-in hobs

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

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

www.scotts-international.com

A long-term approach to large cooking appliances

#### PROSPECTS AND OPPORTUNITIES

Built-in large cooking appliances will grow at a faster pace

Ongoing focus on sustainability

Good prospects for built-in hobs

#### CATEGORY DATA

Table 85 Sales of Large Cooking Appliances by Category: Volume 2019-2024

Table 86 Sales of Large Cooking Appliances by Category: Value 2019-2024

Table 87 Sales of Large Cooking Appliances by Category: % Volume Growth 2019-2024

Table 88 Sales of Large Cooking Appliances by Category: % Value Growth 2019-2024

Table 89 Sales of Built-in Hobs by Format: % Volume 2019-2024

Table 90 Sales of Ovens by Smart Appliances: % Volume 2020-2024

Table 91 NBO Company Shares of Large Cooking Appliances: % Volume 2020-2024

Table 92 LBN Brand Shares of Large Cooking Appliances: % Volume 2021-2024

Table 93 NBO Company Shares of Built-in Hobs: % Volume 2020-2024

Table 94 □NBO Company Shares of Ovens: % Volume 2020-2024

Table 95 □NBO Company Shares of Cooker Hoods: % Volume 2020-2024

Table 96 □NBO Company Shares of Built-in Cooker Hoods: % Volume 2020-2024

Table 97 □NBO Company Shares of Freestanding Cooker Hoods: % Volume 2020-2024

Table 98 □NBO Company Shares of Cookers: % Volume 2020-2024

Table 99 □NBO Company Shares of Range Cookers: % Volume 2020-2024

Table 100 □Distribution of Large Cooking Appliances by Format: % Volume 2019-2024

Table 101 □Production of Large Cooking Appliances: Total Volume 2019-2024

Table 102 □Forecast Sales of Large Cooking Appliances by Category: Volume 2024-2029

Table 103 □Forecast Sales of Large Cooking Appliances by Category: Value 2024-2029

Table 104 □Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2024-2029

Table 105 □Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2024-2029

#### MICROWAVES IN ROMANIA

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Romanians are more likely to use credit solutions when buying microwaves

Microwaves face competition from other categories

Built-in microwaves perform better

#### PROSPECTS AND OPPORTUNITIES

Gloomy outlook on the horizon for microwaves

Discounting will remain the norm in microwaves

Ongoing premiumisation is imperative to compete against alternatives

#### CATEGORY DATA

Table 106 Sales of Microwaves by Category: Volume 2019-2024

Table 107 Sales of Microwaves by Category: Value 2019-2024

Table 108 Sales of Microwaves by Category: % Volume Growth 2019-2024

Table 109 Sales of Microwaves by Category: % Value Growth 2019-2024

Table 110 Sales of Microwaves by Smart Appliances: % Volume 2020-2024

Table 111 NBO Company Shares of Microwaves: % Volume 2020-2024

Table 112 LBN Brand Shares of Microwaves: % Volume 2021-2024

Table 113 Distribution of Microwaves by Format: % Volume 2019-2024

Table 114 Production of Microwaves: Total Volume 2019-2024

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

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

www.scotts-international.com

Table 115 □Forecast Sales of Microwaves by Category: Volume 2024-2029

Table 116 □Forecast Sales of Microwaves by Category: Value 2024-2029

Table 117 □Forecast Sales of Microwaves by Category: % Volume Growth 2024-2029

Table 118 □Forecast Sales of Microwaves by Category: % Value Growth 2024-2029

## FOOD PREPARATION APPLIANCES IN ROMANIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Discounting plays an important role in food preparation appliances

Romanians seek appliances as part of modern lifestyles

Brands use retail experiences to engage with customers

### PROSPECTS AND OPPORTUNITIES

Steady growth expected over the forecast period

Food processors have the most optimistic prospects

Continuous expansion in the e-commerce channel

### CATEGORY DATA

Table 119 Sales of Food Preparation Appliances by Category: Volume 2019-2024

Table 120 Sales of Food Preparation Appliances by Category: Value 2019-2024

Table 121 Sales of Food Preparation Appliances by Category: % Volume Growth 2019-2024

Table 122 Sales of Food Preparation Appliances by Category: % Value Growth 2019-2024

Table 123 NBO Company Shares of Food Preparation Appliances: % Volume 2020-2024

Table 124 LBN Brand Shares of Food Preparation Appliances: % Volume 2021-2024

Table 125 Distribution of Food Preparation Appliances by Format: % Volume 2019-2024

Table 126 Forecast Sales of Food Preparation Appliances by Category: Volume 2024-2029

Table 127 Forecast Sales of Food Preparation Appliances by Category: Value 2024-2029

Table 128 □Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2024-2029

Table 129 □Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2024-2029

## SMALL COOKING APPLIANCES IN ROMANIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Changing lifestyles drive growth in small cooking appliances

Ongoing developments for manufacturers

Coffee machines registered another year of dynamic growth

### PROSPECTS AND OPPORTUNITIES

Eco-friendly products to gain popularity

Air fryers and espresso coffee machines to lead growth

E-commerce retailing is on the rise

### CATEGORY DATA

Table 130 Sales of Small Cooking Appliances by Category: Volume 2019-2024

Table 131 Sales of Small Cooking Appliances by Category: Value 2019-2024

Table 132 Sales of Small Cooking Appliances by Category: % Volume Growth 2019-2024

Table 133 Sales of Small Cooking Appliances by Category: % Value Growth 2019-2024

Table 134 Sales of Freestanding Hobs by Format: % Volume 2019-2024

Table 135 NBO Company Shares of Small Cooking Appliances: % Volume 2020-2024

Table 136 LBN Brand Shares of Small Cooking Appliances: % Volume 2021-2024

Table 137 Distribution of Small Cooking Appliances by Format: % Volume 2019-2024

Table 138 Forecast Sales of Small Cooking Appliances by Category: Volume 2024-2029

Table 139 □Forecast Sales of Small Cooking Appliances by Category: Value 2024-2029

**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 140 □Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2024-2029

Table 141 □Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2024-2029

## VACUUM CLEANERS IN ROMANIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Consumers remain cautious with disposable income

Romanians gravitate around energy efficient vacuum cleaners

Dynamic performance for robotic vacuum cleaners

### PROSPECTS AND OPPORTUNITIES

AI integration will become the norm for robotic vacuum cleaners

Wet and dry products will be more popular

E-commerce sales on the rise

### CATEGORY DATA

Table 142 Sales of Vacuum Cleaners by Category: Volume 2019-2024

Table 143 Sales of Vacuum Cleaners by Category: Value 2019-2024

Table 144 Sales of Vacuum Cleaners by Category: % Volume Growth 2019-2024

Table 145 Sales of Vacuum Cleaners by Category: % Value Growth 2019-2024

Table 146 Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2020-2024

Table 147 NBO Company Shares of Vacuum Cleaners: % Volume 2020-2024

Table 148 LBN Brand Shares of Vacuum Cleaners: % Volume 2021-2024

Table 149 Distribution of Vacuum Cleaners by Format: % Volume 2019-2024

Table 150 Forecast Sales of Vacuum Cleaners by Category: Volume 2024-2029

Table 151 □Forecast Sales of Vacuum Cleaners by Category: Value 2024-2029

Table 152 □Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2024-2029

Table 153 □Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2024-2029

## PERSONAL CARE APPLIANCES IN ROMANIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Positive performance for personal care appliances

Depilatories are becoming less popular

Innovation as a key differentiation factor

### PROSPECTS AND OPPORTUNITIES

Sustainable personal care appliances will become more desirable

Positive performance for body shavers

Online sales to grow over the coming years

### CATEGORY DATA

Table 154 Sales of Personal Care Appliances by Category: Volume 2019-2024

Table 155 Sales of Personal Care Appliances by Category: Value 2019-2024

Table 156 Sales of Personal Care Appliances by Category: % Volume Growth 2019-2024

Table 157 Sales of Personal Care Appliances by Category: % Value Growth 2019-2024

Table 158 Sales of Body Shavers by Format: % Volume 2019-2024

Table 159 Sales of Hair Care Appliances by Format: % Volume 2019-2024

Table 160 NBO Company Shares of Personal Care Appliances 2020-2024

Table 161 LBN Brand Shares of Personal Care Appliances 2021-2024

Table 162 Distribution of Personal Care Appliances by Format: % Volume 2019-2024

Table 163 □Forecast Sales of Personal Care Appliances by Category: Volume 2024-2029

Table 164 □Forecast Sales of Personal Care Appliances by Category: Value 2024-2029

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

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

www.scotts-international.com

Table 165 □Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2024-2029

Table 166 □Forecast Sales of Personal Care Appliances by Category: % Value Growth 2024-2029

#### AIR TREATMENT PRODUCTS IN ROMANIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Heatwaves and government subsidies are boosting air conditioning sales

Energy efficiency gains importance among consumers

Inverter technology is attracting more consumers

##### PROSPECTS AND OPPORTUNITIES

Good prospects for air treatment products

Ongoing innovation across the category

Potential for growth among rural consumers

##### CATEGORY DATA

Table 167 Sales of Air Treatment Products by Category: Volume 2019-2024

Table 168 Sales of Air Treatment Products by Category: Value 2019-2024

Table 169 Sales of Air Treatment Products by Category: % Volume Growth 2019-2024

Table 170 Sales of Air Treatment Products by Category: % Value Growth 2019-2024

Table 171 Sales of Air Conditioners by Smart Appliances: % Volume 2020-2024

Table 172 NBO Company Shares of Air Treatment Products: % Volume 2020-2024

Table 173 LBN Brand Shares of Air Treatment Products: % Volume 2021-2024

Table 174 Distribution of Air Treatment Products by Format: % Volume 2019-2024

Table 175 Production of Air Conditioners: Total Volume 2019-2024

Table 176 □Forecast Sales of Air Treatment Products by Category: Volume 2024-2029

Table 177 □Forecast Sales of Air Treatment Products by Category: Value 2024-2029

Table 178 □Forecast Sales of Air Treatment Products by Category: % Volume Growth 2024-2029

Table 179 □Forecast Sales of Air Treatment Products by Category: % Value Growth 2024-2029

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

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

www.scotts-international.com

**Consumer Appliances in Romania**

Market Direction | 2025-01-10 | 118 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@scott's-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€2675.00
	Multiple User License (1 Site)	€5350.00
	Multiple User License (Global)	€8025.00
	VAT	
	Total	

\*Please circle the relevant license option. For any questions please contact support@scott's-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="2026-02-23"/>
		Signature	<input type="text"/>

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

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com