

Romania E-commerce - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Romania E-commerce Market is expected to register a CAGR of 11.56% during the forecast period.

Key Highlights

- E-commerce is witnessing rapid growth in the Romanian market. The factors like internet penetration, the rise in the tech-savvy youth population, and other factors are driving Romania's e-commerce market.
- The local market in Romania has around 100 online stores registering over 1,000 orders per day. Still, it is expected to increase to triple times in the coming three years, based on various digital transformation trends that will define local e-commerce.
- According to International Trade Administration, in 2021, working remotely and virtual schooling will increase the usage of online communication solutions. As a result, internet service penetration increased, resulting in a 33 percent rise in traffic from connected desktops and a 12 percent increase in traffic from mobile devices.
- Various companies are coming up with their e-commerce platform in the region due to the e-commerce market's significant growth. For instance, in February 2022, Macromex, Grocery, and Related Product Merchant Wholesalers Industry announced the launch of the Bocado. ro platform, the e-commerce solution.
- The food e-commerce market is recording growth and opportunity in the Romania market. Many partnerships are taking place by various e-commerce market players to boost the market further. For instance, in January 2022, Golden Foods Snacks SA announced its partnership with PepsiCo to distribute its products in Romania.

Romania E-commerce Market Trends

Significant Growth in E-Commerce is Expected due to Digital Transformation

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- The digital economy is significantly developing with access to the internet made available across the globe. Various e-commerce market vendors are expanding their business in the Romania market to meet the growing demand for online retailing.
- The government is taking various strategic initiatives to enhance Romania's digital economy. For instance, the Romanian government launched the National investment and economic recovery plan in 2020, which will cover the years from 2021-to 2030. This plan will include the creation of an interoperability hub, the introduction of the electronic identity card, the migration of public services to a government cloud, and more such strategies.
- Similarly, in May 2022, the North Atlantic Treaty Organization (NATO) Deputy Secretary announced the partnership of the National Institute for Research and Development in Informatics - ICI Bucharest and the Romanian Ministry of Foreign Affairs to host the first International Conference on Cyber Diplomacy. The conference was hosted to protect data from cyber attacks due to the exposure of essential data with the increase in dependency on digital assets.
- Smartphones provide a great platform for buyers across the world to explore different market trends and websites for e-shopping. From Augmented Reality (AR) supported software that has significantly changed the e-commerce market by enabling the easy purchase of furniture and clothing online or ordering users' favorite Cappuccino from Starbucks, digital transformation has made lives less complex.
- As Romania is adopting digitalization, various market players in digital industries are looking forward to expanding their footprints in Romania. For instance, in January 2022, Mastek, a software company, announced the launch of its new office in Bucuresti, Romania. Furthermore, the company has planned to recruit a skilled workforce that will include cloud experts, business analysts, & digital consultants.

Fashion is Expected to Hold a Major Share

- The COVID-19 outbreak is responsible for the significant increase in online purchasing. Most Romanians were comforted during the pandemic by using digital shopping and e-payments, giving millions of users access to online businesses for the first time.
- The collection of customer data during shopping has been helpful for Romanian e-commerce platforms as it helps estimate the market's demand for products. Many key vendors are flourishing their online shops in the Romanian market. For instance, in March 2021, Zalando, Europe's online platform for fashion and lifestyle, launched its online store in Romania. This store will help the company expand its footprints and customer base in Europe.
- Social media websites and apps are used by a growing number of users in Romania, which shows how social plays a major role in e-commerce. Moreover, many social media platforms are developing their own e-commerce sites. For instance, in April 2022, Pinterest introduced WooCommerce, the Extension for the E-commerce Platform, where Merchants can upload their product catalog and create shoppable Product Pins.
- The fashion industry in Romania is witnessing continuous growth as the market players are looking forward to making various acquisitions in order to utilize their expertise in the online fashion industry. For instance, in September 2021, Maersk fashion logistics announced the addition of HUUB, a Portuguese cloud-based logistics start-up specialized in technology solutions for B2C warehousing for the fashion industry.
- The growth in the fashion industry in Romania is supported by numerous e-commerce vendors who are setting up their stores in the country to meet the growing demand of Romanian customers. For instance, in March 2021, Fashion House Group, developers in the outlet sector in Europe, announced its plan to open its second outlet center in Romania. The store will include various popular brands.

Romania E-commerce Industry Overview

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The Romanian e-commerce market is witnessing a rise in competitiveness among companies. The market consists of various major players, such as 6th Street, Ubuy, H&M, and others. In terms of market share, these significant players are presently dominating the e-commerce market in Romania. However, with increasing innovations in e-commerce, many companies are increasing their market presence by securing new contracts and tapping new markets.

- June 2021 - Altex, a major Romanian electro-IT retailer, announced the launch of six new stores by the end of the year and will also enhance the existing ones. In addition, the company is ready to launch a marketplace and a mobile application marking its entry into the Romanian E-commerce market.
- October 2021 - Everli, Europe's online grocery shopping marketplace, announced plans for its expansion into Germany and Romania in early 2022. Such expansion plans are indicative of the vendor's interest in the emerging opportunities of the e-commerce market in Romania.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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