

# Home Audio and Cinema in Romania

August 2023

**Table of Contents** 

## Home Audio and Cinema in Romania - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Decline accelerates as consumers come out of enforced hibernation Unit prices on the rise driven by inflation but also premiumisation Increasing competition from other product categories

## PROSPECTS AND OPPORTUNITIES

Pessimistic forecasts

Some products likely to be rendered obsolete while revival of vinyl could help sustain demand for audio separates Some products may shift online due to limited shelf space in store-based retailers

#### **CATEGORY DATA**

- Table 1 Sales of Home Audio and Cinema by Category: Volume 2018-2023
- Table 2 Sales of Home Audio and Cinema by Category: Value 2018-2023
- Table 3 Sales of Home Audio and Cinema by Category: % Volume Growth 2018-2023
- Table 4 Sales of Home Audio and Cinema by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Home Audio and Cinema: % Volume 2019-2023
- Table 6 LBN Brand Shares of Home Audio and Cinema: % Volume 2020-2023
- Table 7 Distribution of Home Audio and Cinema by Channel: % Volume 2019-2023
- Table 8 Forecast Sales of Home Audio and Cinema by Category: Volume 2023-2028
- Table 9 Forecast Sales of Home Audio and Cinema by Category: Value 2023-2028
- Table 10 Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2023-2028
- Table 11 Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2023-2028

# Consumer Electronics in Romania - Industry Overview

## **EXECUTIVE SUMMARY**

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

# MARKET DATA

- Table 12 Sales of Consumer Electronics by Category: Volume 2018-2023
- Table 13 Sales of Consumer Electronics by Category: Value 2018-2023
- Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023
- Table 15 Sales of Consumer Electronics by Category: % Value Growth 2018-2023
- Table 16 NBO Company Shares of Consumer Electronics: % Volume 2019-2023
- Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023
- Table 18 Distribution of Consumer Electronics by Channel: % Volume 2018-2023
- Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028
- Table 20 Forecast Sales of Consumer Electronics by Category: Value 2023-2028
- Table 21 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028
- Table 22 Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

#### DISCLAIMER

## **SOURCES**

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
  trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
  country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-audio-and-cinema-in-romania/report.