

# Home Improvement in Romania

May 2023

**Table of Contents** 

## Home Improvement in Romania - Category analysis

### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Home improvement's 2022 sales higher than pre-pandemic levels (at 2022 constant prices)

Power tools received boost from DIY trend

Bricolaj leverages growing popularity of DIY

### PROSPECTS AND OPPORTUNITIES

Water conservation to drive bathroom and sanitaryware sales

Cheap prices remain key to attracting price sensitive consumers

### **CATEGORY DATA**

Table 1 - Sales of Home Improvement by Category: Value 2017-2022

Table 2 - Sales of Home Improvement by Category: % Value Growth 2017-2022

Table 3 - NBO Company Shares of Home Improvement: % Value 2018-2022

Table 4 - LBN Brand Shares of Home Improvement: % Value 2019-2022

Table 5 - Distribution of Home Improvement by Format: % Value 2017-2022

Table 6 - Forecast Sales of Home Improvement by Category: Value 2022-2027

Table 7 - Forecast Sales of Home Improvement by Category: % Value Growth 2022-2027

## Home and Garden in Romania - Industry Overview

## **EXECUTIVE SUMMARY**

Home and garden in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home and garden?

### MARKET DATA

Table 8 - Sales of Home and Garden by Category: Value 2017-2022

Table 9 - Sales of Home and Garden by Category: % Value Growth 2017-2022

Table 10 - NBO Company Shares of Home and Garden: % Value 2018-2022

Table 11 - LBN Brand Shares of Home and Garden: % Value 2019-2022

Table 12 - Penetration of Private Label in Home and Garden by Category: % Value 2017-2022

Table 13 - Distribution of Home and Garden by Format: % Value 2017-2022

Table 14 - Distribution of Home and Garden by Format and Category: % Value 2022

Table 15 - Forecast Sales of Home and Garden by Category: Value 2022-2027

Table 16 - Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

# 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-improvement-in-romania/report.