

# Small Local Grocers in Romania

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Small local grocers lose share as many convert to becoming convenience stores  
Small local grocers maintains an important regional position in Romania  
Increasing focus on local producers' benefits retailers and consumers

PROSPECTS AND OPPORTUNITIES

Small local grocers retain marginal value growth while outlet numbers decline  
Converting to convenience stores in the face of rising cost pressures  
Specialists stores and local goods as a way to remain competitive on the landscape

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Retail in Romania - Industry Overview

EXECUTIVE SUMMARY

Grocery retailers dominate sales in 2023  
Omni-channel contributes to the retail dynamics  
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
- Summary 1 - Standard Opening Hours by Channel Type 2023
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- Winter sales
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