

General Merchandise Stores in Romania

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Variety stores register an ongoing decline as outlets continue to close
Consumers are unconvinced about the concept of variety stores
Studio Moderna SRL dominates variety stores through its brand Top Shop

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The high cost of living continues to challenge sales in the early forecast period
Studio Moderna will retain its lead with a rising focus on e-commerce
Homewares and appliances will remain important for Top Shop

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Retail in Romania - Industry Overview

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Grocery retailers dominate sales in 2023
Omni-channel contributes to the retail dynamics
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OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
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