

Discounters in Romania

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Affordability and outlet expansion increase the popularity of discounters
Lidl retains its lead with a strong focus on expansion and low-price points
Auchan enters discounters after remodelling hypermarkets to drive sales

PROSPECTS AND OPPORTUNITIES

Discounters continue to showcase an upward trend across the forecast period
Discounters remain highly concentrated as key players open new stores
Auchan Discount aims to become a significant player across the forecast period

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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
- Summary 1 - Standard Opening Hours by Channel Type 2023
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- Back to School
- Black Friday
- Winter sales
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