

# Appliances and Electronics Specialists in Romania

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Consumers prioritise spending on essentials, challenging growth in 2023  
Domestic retailers lead while making investments in digital and outlet expansions  
Players develop online sales and click-and-collect services to drive growth

### PROSPECTS AND OPPORTUNITIES

Retailers continue to invest in digital, with a focus on social media and e-commerce  
Sales will be sustained through discount vouchers during a challenging time  
Ongoing innovation into smart technology aids sales over the forecast period

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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  
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