

# Hypermarkets in Romania

March 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lower footfall in hypermarkets as consumers focus on proximity  
Hypermarkets invest in an omnichannel presence and partner with delivery services  
Kaufland leads hypermarkets, while offering local produce to increase appeal

PROSPECTS AND OPPORTUNITIES

Proximity shopping negatively impacts hypermarket growth over the forecast period  
International brands account for the majority of sales in hypermarkets  
Hypermarkets increase share as domestic products attract local consumers

CHANNEL DATA

- Table 1 - Hypermarkets: Value Sales, Outlets and Selling Space 2018-2023
- Table 2 - Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 3 - Hypermarkets GBO Company Shares: % Value 2019-2023
- Table 4 - Hypermarkets GBN Brand Shares: % Value 2020-2023
- Table 5 - Hypermarkets LBN Brand Shares: Outlets 2020-2023
- Table 6 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 7 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

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
- Seasonality
- Valentine’s Day
- Mother’s Day
- Easter
- Summer sales
- Back to School
- Black Friday
- Winter sales
- Christmas

MARKET DATA

- Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023
- Table 9 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023
- Table 10 - Sales in Retail Offline by Channel: Value 2018-2023
- Table 11 - Sales in Retail Offline by Channel: % Value Growth 2018-2023
- Table 12 - Retail Offline Outlets by Channel: Units 2018-2023
- Table 13 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023
- Table 14 - Sales in Retail E-Commerce by Product: Value 2018-2023
- Table 15 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023
- Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 17 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 18 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 19 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 20 - Grocery Retailers Outlets by Channel: Units 2018-2023

Table 21 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 23 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 24 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 25 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 26 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 27 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 28 - Retail GBO Company Shares: % Value 2019-2023

Table 29 - Retail GBN Brand Shares: % Value 2020-2023

Table 30 - Retail Offline GBO Company Shares: % Value 2019-2023

Table 31 - Retail Offline GBN Brand Shares: % Value 2020-2023

Table 32 - Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 33 - Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 34 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 35 - Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 36 - Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 37 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 38 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 39 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 40 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 42 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 43 - Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 44 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 45 - Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 46 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 47 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 48 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 50 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 51 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 52 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 53 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 54 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 56 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 58 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 60 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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## SOURCES

Summary 2 - Research Sources

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