



Euromonitor
International

Home Furnishings in Romania

June 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Elevated inflation weighs on home furnishings spending
IKEA Romania SRL strengthens leadership position with omnichannel approach
Homewares and home furnishing stores remain dominant

PROSPECTS AND OPPORTUNITIES

Home furnishings market will see little growth
Increased remote working will continue to boost demand for home office furniture
Sustainability will grow in importance

CATEGORY DATA

- Table 1 - Sales of Home Furnishings by Category: Value 2019-2024
- Table 2 - Sales of Home Furnishings by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Home Furnishings: % Value 2020-2024
- Table 4 - LBN Brand Shares of Home Furnishings: % Value 2021-2024
- Table 5 - LBN Brand Shares of Light Sources: % Value 2021-2024
- Table 6 - Distribution of Home Furnishings by Format: % Value 2019-2024
- Table 7 - Forecast Sales of Home Furnishings by Category: Value 2024-2029
- Table 8 - Forecast Sales of Home Furnishings by Category: % Value Growth 2024-2029

Home and Garden in Romania - Industry Overview

EXECUTIVE SUMMARY

Home and garden in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for home and garden?

MARKET DATA

- Table 9 - Sales of Home and Garden by Category: Value 2019-2024
- Table 10 - Sales of Home and Garden by Category: % Value Growth 2019-2024
- Table 11 - NBO Company Shares of Home and Garden: % Value 2020-2024
- Table 12 - LBN Brand Shares of Home and Garden: % Value 2021-2024
- Table 13 - Penetration of Private Label in Home and Garden by Category: % Value 2019-2024
- Table 14 - Distribution of Home and Garden by Format: % Value 2019-2024
- Table 15 - Distribution of Home and Garden by Format and Category: % Value 2024
- Table 16 - Forecast Sales of Home and Garden by Category: Value 2024-2029
- Table 17 - Forecast Sales of Home and Garden by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-furnishings-in-romania/report.