

Home Products Specialists in Romania

March 2024

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Home Products Specialists in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The home improvement trend continues to drive sales on the landscape

E-commerce continues to drive sales for home improvement products in 2023

The entry of Fressnapf consolidates the pet shops and superstores landscape

PROSPECTS AND OPPORTUNITIES

The rising cost of living impacts future sales on the home improvement landscape

Players expand their online options, providing store space for pick-ups

Dedeman retains its lead while Ikea focuses on its expansion plans

CHANNEL DATA

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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

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

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Mother's Day

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Back to School

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