

# Childrenswear in Romania

January 2023

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## Childrenswear in Romania - Category analysis

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#### 2022 DEVELOPMENTS

As economy brands expand, many Romanian parents opt for higher-quality items

Pepco continues to lead childrenswear in 2022

Back-to-school campaigns support sales growth

#### PROSPECTS AND OPPORTUNITIES

Growth to remain strong but limited as families shrink

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E-commerce to go from strength to strength, while international players will increase focus on childrenswear

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