Home and Garden in Romania

EXECUTIVE SUMMARY
Home and garden in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for home and garden?

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DISCLAIMER

SOURCES
Summary 1 - Research Sources

Home Improvement in Romania

KEY DATA FINDINGS

2022 DEVELOPMENTS
Home improvement’s 2022 sales higher than pre-pandemic levels (at 2022 constant prices)
Power tools received boost from DIY trend
Bricolaj leverages growing popularity of DIY

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CATEGORY DATA
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Grow-your-own trend boosts demand for horticulture
Launch of horticulture kits aimed at children
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Homewares in Romania

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Full reopening of society reduces demand for homewares
Ikea continues to lead in homewares
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PROSPECTS AND OPPORTUNITIES

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Premiumisation to define homewares over forecast period

CATEGORY DATA

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Home Furnishings in Romania

KEY DATA FINDINGS

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Shortage of local wood adds to inflationary pressure
Home office furniture’s 2022 sales higher than pre-pandemic levels due to hybrid work modes
Bath textiles and bed textiles register constant value growth

PROSPECTS AND OPPORTUNITIES

Outdoor living benefits from popularity of gardening
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CATEGORY DATA

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