

Romania Retail Report Q3 2016

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Abstracts

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BMI View: The key indicators for Romania's retail market all reflect positive growth trends over the forecast period, with rapid economic expansion in the country supporting steady gains in average household income rates which in turn will stimulate higher rates of spending in a number of retail sectors. Despite this positive growth, we do note that income levels remain well below the averages seen in developed Western Europe markets, which will undermine the potential for growth in non-essential sectors. There is also some longer-term risk from the high rate of emigration which is resulting in the shrinkage of the Romanian population and therefore potential consumer market - though this trend is somewhat offset by gains in urbanisation and income levels.

Key Views And Developments

Romania is expected to record the second fastest GDP growth among the EU states over the medium term, expanding by close to 4% annually between 2016 and 2020. Along with improving labour market conditions and increases to national minimum wages levels and public sector pay, this will drive steady gains in average household income rates.

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