

Apparel Specialist Retailers in Romania

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Abstracts

Apparel specialist retailers in Romania remains a relatively new and immature category. Out of the 500 or 600 internationally recognised fashion brands at global level, only around 150 are currently operating in Romania. The development of apparel specialist retailers is in direct relation to that of the country's shopping centres. An increasing number of international apparel brands are looking at Romania as a potentially lucrative country. C&A and Deichmann, for instance, are two...

Euromonitor International's Apparel Specialist Retailers in Romania report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Apparel Specialist Retailers market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Retailing Networks Dominate, Be Them Multinationals Or Local Players

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