

Consumer Electronics in Romania

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Abstracts

The Coronavirus (COVID-19) crisis is seriously threatening the Romanian economy and influencing the demand for consumer electronics. The depreciation of the national currency, supply chain disruptions, restrictions on distribution channels, diminishing purchasing power and price increases have forced many consumers to postpone purchases of consumer electronics, especially perceived non-essential items. However, there are numerous bright spots, with some categories benefiting as consumers look to...

Euromonitor International's Consumer Electronics in Romania report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, Digital Cameras by Type, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics, Tablets by OS.

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

Why buy this report?

Get a detailed picture of the Consumer Electronics 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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DISCLAIMER

GLOBAL MACROECONOMIC ENVIRONMENT

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2020 IMPACT

Coronavirus (COVID-19) stimulates demand to meet needs of at-home working and studying

Shift to at-home working during lockdown accelerates business sales growth

Players look to strengthen their positions through greater focus on portable and ergonomic laptops

RECOVERY AND OPPORTUNITIES

Consumers set to favour refresh of home office set-up with peripherals over the purchase of expensive new computers in the wake of COVID-19

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Coronavirus (COVID-19)'s economic fallout and travel restrictions reduce need or desire for new purchases or upgrades

Growing product awareness and knowledge increases demand for good quality branded

devices

RECOVERY AND OPPORTUNITIES

Return to new car purchases predicted to limit sales growth in in-car entertainment

Growing importance of connectivity offers potential for rebound in demand for in-dash media players

Improved sound and connectivity set to guide new product developments in in-car speakers and in-dash media players

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Coronavirus (COVID-19) exacerbates drop in overall demand as online alternatives, high prices and preference for TVs see consumers move away from the category
Digital media player docks answers connectivity needs of Romanian consumers to continue to grow sales

Global players cannot escape COVID-19 downturn, although consumers continue to show a strong preference for international brands

RECOVERY AND OPPORTUNITIES

New product development responds to more modern and sophisticated needs of consumers

Lower prices to see consumers use speakers as a cost-effective way to upgrade systems and media consumption

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Affluent consumer base helps OLED TVs continue its fast growth performance

Preference for recognised, trusted and innovative brands sustains leading positions for LG and Samsung

RECOVERY AND OPPORTUNITIES

The TV as home entertainment hub is expected to secure strong volume growth for televisions in the forecast period

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Lockdown and travel restrictions severely reduce for need for new digital cameras or camcorders

Global players grow in strength in a shrinking category as savvy consumers focus on brands renowned for quality, performance and innovation

RECOVERY AND OPPORTUNITIES

Smartphones continues to cannibalise sales of imaging devices, although a demand for more professional products remains

Social media and the demand for high-quality, portable devices offer new product development opportunities

Retailers increase omnichannel presence to capture shrinking consumer base

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Connectivity with smartphones stimulates growing interest in wireless speakers during COVID-19

High availability, innovation and quality perception support preference for international brands

RECOVERY AND OPPORTUNITIES

Rebound in demand for e-readers is set to help offset portable media players' slide towards obsolescence

Smartphone compatibility and smart speakers set to boost the demand for wireless speakers among young, mobile consumers

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Wider uses of smartphones see strong shift to larger screen devices for comfort and quality viewing needs

Local brands lose ground to more premium international brands and newer value for money Chinese rivals

RECOVERY AND OPPORTUNITIES

Demand for premium models set to return to the fore, although many consumers will require special offers on higher-end devices

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Healthier lifestyle trends underpin strong growth in sales of wearable electronics

Garmin leads as consumers appreciate its wide range of quality products at competitive prices

RECOVERY AND OPPORTUNITIES

Fast growth anticipated as changing consumer lifestyles foster more health-conscious and active population

Innovation, marketing and banking/payment options to stimulate awareness of the uses and benefits of wearable electronics

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