

DIY, Home Improvement and Garden Centres in Romania

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Abstracts

The growth from 2011 was slower than expected, mainly because the crisis is not yet over and the danger of recession is still very strong.. The popularity of DIY continued to grow in 2011 and still represents considerable novelty for Romanian consumers, many of whom are attracted by the fact that DIY, home improvement and garden centres sell products which allow them to develop their lifestyles on one hand and achieve cost savings in the renovation of their homes on the other.

Euromonitor International's DIY, Home Improvement and Garden Centres 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 DIY, Home Improvement and Garden Centres 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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