

Home Improvement and Gardening Stores in Romania

<https://marketpublishers.com/r/H1F66AA0CD3EN.html>

Date: July 2013

Pages: 47

Price: US\$ 990.00 (Single User License)

ID: H1F66AA0CD3EN

Abstracts

Positive growth was recorded in home improvement and garden centres in Romania during 2012 as some of the leading players in the channel recovered from the losses suffered amidst difficult trading conditions during 2010 and 2011. There were some outlet openings, although the majority of players in the channel engaged in intense advertising campaigns in multiple media channels, as well as billboards and other below-the-line advertising activities as the fight for value share in the channel...

Euromonitor International's Home Improvement and Gardening Stores 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 Home Improvement and Gardening Stores 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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Romania's Retailing Industry Begins To Recover After Long Years of Decline

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the Long Anticipated Economic Stabilisation Is Set To Drive Growth Rates

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