

Home and Garden in Romania

<https://marketpublishers.com/r/HFE42D06A12EN.html>

Date: May 2023

Pages: 43

Price: US\$ 2,100.00 (Single User License)

ID: HFE42D06A12EN

Abstracts

Romania's home and garden market saw double-digit current value growth in 2022 compared to the previous year, although this was largely driven by the country's double-digit inflation rate. This was caused by the energy crisis, stemming from the war in Ukraine. As a result, at constant 2022 prices, home and garden registered a decrease in constant value sales.

Euromonitor International's Home and Garden in Romania report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2027 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Home Improvement and Gardening, Homewares and Home Furnishings.

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 and Garden 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.

Contents

HOME AND GARDEN IN ROMANIA

EXECUTIVE SUMMARY

Home and garden in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 1 Sales of Home and Garden by Category: Value 2017-2022

Table 2 Sales of Home and Garden by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Home and Garden: % Value 2018-2022

Table 4 LBN Brand Shares of Home and Garden: % Value 2019-2022

Table 5 Penetration of Private Label in Home and Garden by Category: % Value 2017-2022

Table 6 Distribution of Home and Garden by Format: % Value 2017-2022

Table 7 Distribution of Home and Garden by Format and Category: % Value 2022

Table 8 Forecast Sales of Home and Garden by Category: Value 2022-2027

Table 9 Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

GARDENING IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Gardening registers healthy growth in 2022

Grow-your-own trend boosts demand for horticulture

Launch of horticulture kits aimed at children

PROSPECTS AND OPPORTUNITIES

Climate change fuels further growth

E-commerce gains further value share

CATEGORY DATA

Table 10 Sales of Gardening by Category: Value 2017-2022

Table 11 Sales of Gardening by Category: % Value Growth 2017-2022

Table 12 NBO Company Shares of Gardening: % Value 2018-2022

Table 13 LBN Brand Shares of Gardening: % Value 2019-2022

Table 14 Distribution of Gardening by Format: % Value 2017-2022

Table 15 Forecast Sales of Gardening by Category: Value 2022-2027

Table 16 Forecast Sales of Gardening by Category: % Value Growth 2022-2027

HOME FURNISHINGS IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Shortage of local wood adds to inflationary pressure

Home office furniture's 2022 sales higher than pre-pandemic levels due to hybrid work modes

Bath textiles and bed textiles register constant value growth

PROSPECTS AND OPPORTUNITIES

Outdoor living benefits from popularity of gardening

High energy prices helping to drive sales of LEDs

CATEGORY DATA

Table 17 Sales of Home Furnishings by Category: Value 2017-2022

Table 18 Sales of Home Furnishings by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Home Furnishings: % Value 2018-2022

Table 20 LBN Brand Shares of Home Furnishings: % Value 2019-2022

Table 21 LBN Brand Shares of Light Sources: % Value 2019-2022

Table 22 Distribution of Home Furnishings by Format: % Value 2017-2022

Table 23 Forecast Sales of Home Furnishings by Category: Value 2022-2027

Table 24 Forecast Sales of Home Furnishings by Category: % Value Growth 2022-2027

HOME IMPROVEMENT IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Home improvement's 2022 sales higher than pre-pandemic levels (at 2022 constant prices)

Power tools received boost from DIY trend

Bricolaj leverages growing popularity of DIY

PROSPECTS AND OPPORTUNITIES

Water conservation to drive bathroom and sanitaryware sales

Cheap prices remain key to attracting price sensitive consumers

CATEGORY DATA

Table 25 Sales of Home Improvement by Category: Value 2017-2022

Table 26 Sales of Home Improvement by Category: % Value Growth 2017-2022

Table 27 NBO Company Shares of Home Improvement: % Value 2018-2022

Table 28 LBN Brand Shares of Home Improvement: % Value 2019-2022

Table 29 Distribution of Home Improvement by Format: % Value 2017-2022

Table 30 Forecast Sales of Home Improvement by Category: Value 2022-2027

Table 31 Forecast Sales of Home Improvement by Category: % Value Growth 2022-2027

HOMEWARES IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Full reopening of society reduces demand for homewares

Ikea continues to lead in homewares

Health concerns driving innovation in homewares

PROSPECTS AND OPPORTUNITIES

Continued growth in e-commerce over forecast period

Premiumisation to define homewares over forecast period

CATEGORY DATA

Table 32 Sales of Homewares by Category: Value 2017-2022

Table 33 Sales of Homewares by Category: % Value Growth 2017-2022

Table 34 Sales of Homewares by Material: % Value 2017-2022

Table 35 NBO Company Shares of Homewares: % Value 2018-2022

Table 36 LBN Brand Shares of Homewares: % Value 2019-2022

Table 37 Distribution of Homewares by Format: % Value 2017-2022

Table 38 Forecast Sales of Homewares by Category: Value 2022-2027

Table 39 Forecast Sales of Homewares by Category: % Value Growth 2022-2027

I would like to order

Product name: Home and Garden in Romania

Product link: <https://marketpublishers.com/r/HFE42D06A12EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/HFE42D06A12EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970