

# Leisure and Personal Goods Specialist Retailers in Romania

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## Abstracts

**Bags and Luggage Specialist Retailers:** Bags and luggage specialist retailers recorded 4% current value growth in 2016, to reach RON335 million, following 2% growth in outlet numbers. The main reasons for the dynamic performance of the channel were the increase in disposable incomes and greater confidence in the economy. Accordingly, bags and luggage specialist retailers benefited from two noticeable trends, one determined by a growing interest in fashion, from which sales of items such as handba...

Euromonitor International's Leisure and Personal Goods 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.

**Product coverage:** Bags and Luggage Specialist Retailers, Jewellery and Watch Specialist Retailers, Media Products Stores, Other Leisure and Personal Goods Specialist Retailers, Pet Shops and Superstores, Sports Goods Stores, Stationers/Office Supply Stores, Traditional Toys and Games Stores.

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

### **Why buy this report?**

Get a detailed picture of the Leisure and Personal Goods 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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Executive Summary

Retailing Records Double-digit Value Growth in 2016

Reduction of Vat in 2016 Stimulates Consumption

Grocery Retailers Sees A Dynamic Performance in 2016

Modern Grocery Retailers Control Retailing in 2016

Retailing Is Set To Continue To Grow Over the Forecast Period

Key Trends and Developments

Romanian Economy Increases at A High Rate

Omnichannel Strategies Drive Online Sales

High Price-sensitivity Remains A Significant Consumption Driver

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