

# Mobile E-Commerce (Goods) in Romania

<https://marketpublishers.com/r/M41B32424A28EN.html>

Date: February 2022

Pages: 46

Price: US\$ 990.00 (Single User License)

ID: M41B32424A28EN

## Abstracts

The growth rates registered in mobile e-commerce in 2021 were considerably higher than the overall growth rates registered in e-commerce over the course of the year. This can be seen largely as the natural consequence of high smartphone penetration, with many Romanians using their mobile devices as their primary points of access to the internet. Moreover, smartphone usage has increased substantially since the onset of the COVID-19 pandemic as consumers have had fewer options in terms of leisure...

Euromonitor International's Mobile E-Commerce (Goods) 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 Mobile E-Commerce (Goods) 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

### MOBILE E-COMMERCE (GOODS) IN ROMANIA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

M-commerce outperforms e-commerce as consumers value the convenience of apps

M-commerce sales remain dominated by omnichannel retailers

Trend three

#### PROSPECTS AND OPPORTUNITIES

Further growth for m-commerce, with many seeing this as the future of e-commerce

The ubiquity of mobile devices set underpin robust development for m-commerce

The rise of mobile payment apps to spur the development of m-commerce

#### CHANNEL DATA

Table 1 Mobile E-Commerce (Goods): Value 2016-2021

Table 2 Mobile E-Commerce (Goods): % Value Growth 2016-2021

Table 3 Mobile E-Commerce (Goods) Forecasts: Value 2021-2026

Table 4 Mobile E-Commerce (Goods) Forecasts: % Value Growth 2021-2026

#### RETAILING IN ROMANIA

#### EXECUTIVE SUMMARY

Retailing in 2021: The big picture

Shift towards e-commerce continues at rapid pace as consumers demand convenience

The reopening of Romanian society benefits retailing, despite low vaccination rates

What next for retailing?

#### OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Table 5 Cash and Carry Sales: Value 2016-2021

Seasonality

Shopping Season Name

Valentine's Day

Mother's Day

Easter

Summer sales

Back to School

Black Friday

Winter sales

Christmas

Payments

Delivery and collection

Emerging business models

## MARKET DATA

Table 6 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 7 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 8 Sales in Store-based Retailing by Channel: Value 2016-2021

Table 9 Sales in Store-based Retailing by Channel: % Value Growth 2016-2021

Table 10 Store-based Retailing Outlets by Channel: Units 2016-2021

Table 11 Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 12 Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 13 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 14 Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 15 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 16 Sales in Grocery Retailers by Channel: Value 2016-2021

Table 17 Sales in Grocery Retailers by Channel: % Value Growth 2016-2021

Table 18 Grocery Retailers Outlets by Channel: Units 2016-2021

Table 19 Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 20 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 21 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 22 Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 23 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 24 Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 25 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 26 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 27 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 28 Sales in Mixed Retailers by Channel: Value 2016-2021

Table 29 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021

Table 30 Mixed Retailers Outlets by Channel: Units 2016-2021

Table 31 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 32 Retailing GBO Company Shares: % Value 2017-2021

Table 33 Retailing GBN Brand Shares: % Value 2018-2021

Table 34 Store-based Retailing GBO Company Shares: % Value 2017-2021

Table 35 Store-based Retailing GBN Brand Shares: % Value 2018-2021

Table 36 Store-based Retailing LBN Brand Shares: Outlets 2018-2021

- Table 37 Non-Store Retailing GBO Company Shares: % Value 2017-2021
- Table 38 Non-Store Retailing GBN Brand Shares: % Value 2018-2021
- Table 39 Grocery Retailers GBO Company Shares: % Value 2017-2021
- Table 40 Grocery Retailers GBN Brand Shares: % Value 2018-2021
- Table 41 Grocery Retailers LBN Brand Shares: Outlets 2018-2021
- Table 42 Grocery Retailers LBN Brand Shares: Selling Space 2018-2021
- Table 43 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021
- Table 44 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021
- Table 45 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021
- Table 46 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021
- Table 47 Mixed Retailers GBO Company Shares: % Value 2017-2021
- Table 48 Mixed Retailers GBN Brand Shares: % Value 2018-2021
- Table 49 Mixed Retailers LBN Brand Shares: Outlets 2018-2021
- Table 50 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021
- Table 51 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026
- Table 52 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026
- Table 53 Forecast Sales in Store-based Retailing by Channel: Value 2021-2026
- Table 54 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026
- Table 55 Forecast Store-based Retailing Outlets by Channel: Units 2021-2026
- Table 56 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026
- Table 57 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026
- Table 58 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026
- Table 59 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026
- Table 60 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
- Table 61 Forecast Sales in Grocery Retailers by Channel: Value 2021-2026
- Table 62 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026
- Table 63 Forecast Grocery Retailers Outlets by Channel: Units 2021-2026
- Table 64 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026
- Table 65 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026
- Table 66 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
- Table 67 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026
- Table 68 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth

2021-2026

Table 69 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 70 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth  
2021-2026

Table 71 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 72 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth  
2021-2026

Table 73 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 74 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 75 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 76 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 Research Sources

## I would like to order

Product name: Mobile E-Commerce (Goods) in Romania

Product link: <https://marketpublishers.com/r/M41B32424A28EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M41B32424A28EN.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