

# Retail E-Commerce in Romania

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## Abstracts

After several years of accelerated evolution, 2023 was a challenging year for e-commerce in Romania.

Euromonitor International's Retail E-Commerce 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

Get a detailed picture of the Retail E-Commerce 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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Euromonitor International  
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While growth remains positive, sales slow as consumers become price-sensitive  
New technologies reshape shopping behaviour on the Romanian landscape  
eMAG retains leadership while offering the largest marketplace in Romania

### PROSPECTS AND OPPORTUNITIES

Omnichannel approaches rise, driving growth in e-commerce in Romania  
Food e-commerce is set to rise as partnerships with delivery services increase  
High mobile traffic generates growing sales for e-commerce players

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Omni-channel contributes to the retail dynamics  
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