

# **Romania: Country Profile**

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### **Abstracts**

Romania's economy will slow in 2016 but still grow at a healthy pace. A fiscal boost (which includes tax cuts, an increase in public investment and a hike in public wages) will be the main driver. Weaknesses in public infrastructure are a drag. Planned wage increases and the recent relaxation of fiscal restraints will support consumption. A rise in credit should also benefit consumer spending. Rates of growth in real GDP will be around 3.3% per year in the medium term.

Euromonitor's Romania: Country Profile report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

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Get a detailed picture of the Consumer Lifestyles 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.

Romania: Country Profile



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## **Contents**

**Key Points** 

Chart 1 Real GDP Growth and Per Capita GDP: 2009-2015

**Facts** 

Area

Currency

Location

Capital

Government

Head of State

Head of Government

**Ruling Party** 

Political Structure

**Last Elections** 

Political Stability and Risks

International Issues

Government Finance

Chart 2 Public Debt: 2009-2014

**Economy** 

**Economic Structure and Major Industries** 

Overview of the Economy

Foreign Trade

Chart 3 Total Foreign Trade: 2009-2014

**Economic Prospects** 

Chart 4 Real GDP Growth: 2009-2015

**Evaluation of Market Potential** 

**Business Environment** 

Table 1 Indicators of Business Environment: 2016

Energy

Chart 5 Primary Consumption of Energy (% of total): 2014

Society

Population

Chart 6 Age Pyramid in 2014 and 2030

Income and Expenditure

Chart 7 Per Capita Annual Disposable Income, Spending and Savings Ratio:

2009-2014



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