

# Watches in Romania

<https://marketpublishers.com/r/W043A629C2BEN.html>

Date: June 2021

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: W043A629C2BEN

## Abstracts

Recovering from a strong slump in pandemic-hit 2020, watches in Romania is registering strong growth in 2021, even though a number of shopping centres in counties with high COVID-19 infection rates have been closed for several months. The category that is registering the best growth rates is mid watches, as the Romanian consumer is loyal to very popular brands such as Fossil, which has models at accessible prices as well.

Euromonitor International's Watches in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2016-2020), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2025 illustrate how the market is set to change.

**Product coverage:** Watches by Price Band, Watches 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 Watches 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

### WATCHES IN ROMANIA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Partial recovery predicted in 2021

Influencers utilised to make sales tick

Internationals lead the way

#### PROSPECTS AND OPPORTUNITIES

Full recovery predicted by end of 2026

Competitive prices now key for e-commerce to keep new influx of customers

Fashion factor important as more Romanians wish to accessorise

#### CATEGORY DATA

Table 1 Sales of Watches by Category: Volume 2016-2021

Table 2 Sales of Watches by Category: Value 2016-2021

Table 3 Sales of Watches by Category: % Volume Growth 2016-2021

Table 4 Sales of Watches by Category: % Value Growth 2016-2021

Table 5 Sales of Watches by Price Band: Volume 2016-2021

Table 6 Sales of Watches by Price Band: Value 2016-2021

Table 7 Sales of Watches by Price Band: % Volume Growth 2016-2021

Table 8 Sales of Watches by Price Band: % Value Growth 2016-2021

Table 9 NBO Company Shares of Watches: % Value 2016-2020

Table 10 LBN Brand Shares of Watches: % Value 2017-2020

Table 11 Distribution of Watches by Format: % Value 2016-2021

Table 12 Forecast Sales of Watches by Category: Volume 2021-2026

Table 13 Forecast Sales of Watches by Category: Value 2021-2026

Table 14 Forecast Sales of Watches by Category: % Volume Growth 2021-2026

Table 15 Forecast Sales of Watches by Category: % Value Growth 2021-2026

#### PERSONAL ACCESSORIES IN ROMANIA

#### EXECUTIVE SUMMARY

Personal accessories in 2021: The big picture

Key trends in 2021

Competitive landscape

Retailing developments

What next for personal accessories?

#### MARKET DATA

Table 16 Sales of Personal Accessories by Category: Volume 2016-2021

Table 17 Sales of Personal Accessories by Category: Value 2016-2021

Table 18 Sales of Personal Accessories by Category: % Volume Growth 2016-2021

Table 19 Sales of Personal Accessories by Category: % Value Growth 2016-2021

Table 20 NBO Company Shares of Personal Accessories: % Value 2016-2020

Table 21 LBN Brand Shares of Personal Accessories: % Value 2017-2020

Table 22 Distribution of Personal Accessories by Format: % Value 2016-2021

Table 23 Forecast Sales of Personal Accessories by Category: Volume 2021-2026

Table 24 Forecast Sales of Personal Accessories by Category: Value 2021-2026

Table 25 Forecast Sales of Personal Accessories by Category: % Volume Growth  
2021-2026

Table 26 Forecast Sales of Personal Accessories by Category: % Value Growth  
2021-2026

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Watches in Romania

Product link: <https://marketpublishers.com/r/W043A629C2BEN.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/W043A629C2BEN.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