

# Romania Retail Market, Size, Share, Outlook and Growth Opportunities 2022-2030

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## Abstracts

Romania Retail Market Overview, Sales, Market Share and Outlook to 2030

The Romania Retail Market, Size, Share, Outlook and Growth Opportunities 2022-2030 presents a comprehensive analysis of the country's Retail market. Key trends and critical insights into Romania Retail markets along with key drivers, restraints and growth opportunities are presented in the report.

Romania household spending, expenditure outlook on essentials and non-essentials is forecast to 2030. Further, Romania spending on food, alcoholic drinks, non-alcoholic drinks, tobacco spending and others are forecast and analyzed in the report.

On the Romania clothing and footwear expenditure front, the total spending on Romania population on clothing, footwear including repair spending is forecast to 2030.

Romania Retail Market Trends, Latest Developments, Opportunities and Restraints

New store openings, acquisitions and e-commerce drive will drive Romania retail industry outlook to 2030. Further, strong M&A activity coupled with expansion of distribution channels will benefit the companies operating in the Romania retail markets.

Growing Romania e-commerce distribution channels are encouraging the foray of new entrants into the market. Recovering economy coupled with increasing buyer purchasing power, high disposable incomes of middle class families and ease of access are driving the retail industry in Romania.

On the other hand, growing consumer awareness, increasing competition, costs

involved in deployment of advanced technologies such as Artificial Intelligence and emerging non-traditional resellers will challenge the market growth.

In addition, key trends, drivers and market outlook of Romania household goods, tourism expenditure are also included in the research.

### Romania Retail Market Structure, Competition and Strategies

Retail companies across Romania focus on improving economies of scale, boosting operational efficiency and diversifying revenue through e-commerce channels.

Expansion into new markets remains the core strategy of global leading companies with average operations per company spanning across 10 countries. Among products, fast moving consumer goods topped the sales during 2022, followed by hard and leisure goods, apparel and accessories and others.

On the global front, the retail market size is estimated to be around \$4.8 billion with North America dominating the retail sales, followed by Europe and Asia Pacific. Further, Middle East, Africa and Latin America are expanding rapidly.

Romania Retail market is compared against five of its competitive markets in the region to analyze the role of Romania on regional front and benchmark its operations.

Global Retail, Asia Pacific, Europe, Middle East Africa, North America and Latin America Retail market outlook is also presented in the report to provide a global perspective of the industry.

Romania population and economic outlook are also presented in the report to provide insights and forecasts of macroeconomic factors shaping the future of Romania Retail markets.

Further, business and SWOT profiles of three of the leading Retail companies in Romania are detailed in the report along with recent developments and their impact on overall market growth.

Scope of the report-

Market-by-market analysis and outlook, 2021- 2030

Potential growth opportunities and areas of focus

Key forecast drivers, challenges and their sensitivity

Retail Industry- Market trends, market attractiveness index

Outlook of Retail segments, applications and spending

Competitive landscape including profiles, Business description, financial analysis

Retail sector Market News and Deals

## Contents

### **1. INTRODUCTION**

- 1.1 Market Scope and Definition
- 1.2 Study Assumptions
- 1.3 Research Methodology

### **2. ROMANIA RETAIL MARKET INSIGHTS**

- 2.1 Industry Overview, 2022
- 2.2 Romania Total Retail Market Value Outlook, 2021- 2030
- 2.3 Romania Retail Market Trends and Insights
- 2.4 Key strategies Planned by Market Leaders
- 2.5 SWOT Analysis
  - 2.5.1 Key Strengths
  - 2.5.2 Key Weaknesses
  - 2.5.3 Potential Opportunities
  - 2.5.4 Potential Threats

### **3. ROMANIA RETAIL EXPENDITURE OUTLOOK TO 2030**

- 3.1 Romania Essential Retail Expenditure Outlook, 2021- 2030
- 3.2 Romania Non-Essential Retail Spending Outlook, 2021- 2030

### **4. ROMANIA FOOD AND BEVERAGE EXPENDITURE OUTLOOK TO 2030**

- 4.1 Romania Food Spending Outlook, 2021- 2030
- 4.2 Romania Non-alcoholic Beverages Spending Outlook, 2021- 2030
- 4.3 Romania Alcoholic Beverages Spending Outlook, 2021- 2030
- 4.4 Romania Tobacco Spending Outlook, 2021- 2030

### **5. ROMANIA CLOTHING AND FOOTWEAR EXPENDITURE OUTLOOK TO 2030**

- 5.1 Romania Clothing Spending Outlook, 2021- 2030
- 5.2 Romania Footwear Spending Outlook, 2021- 2030

### **6. ROMANIA HOUSEHOLD EXPENDITURE OUTLOOK TO 2030**

## 6.1 Romania Household Spending Outlook, 2021- 2030

## **7. ROMANIA TOURISM EXPENDITURE OUTLOOK TO 2030**

### 7.1 Romania Tourism Spending Outlook, 2021- 2030

## **8. ROMANIA RETAIL INDUSTRY BENCHMARKING**

### 8.1 Overall Ranking

### 8.2 Demand Index

### 8.3 Supply Index

### 8.4 Growth Index

## **9. SWOT PROFILES OF RETAIL COMPANIES IN ROMANIA**

### 9.1 Company A

### 9.2 Company B

### 9.3 Company C

## **10. GLOBAL RETAIL MARKET SIZE OUTLOOK AND OPPORTUNITIES TO 2030**

### 10.1 Global Retail Market Outlook, \$ Billion, 2021- 2030

### 10.2 Global Food and Beverages Spending Market Outlook, \$ Billion, 2021- 2030

### 10.3 Global Clothing and footwear Spending Market Outlook, \$ Billion, 2021- 2030

### 10.4 Global Retail Household Market Outlook, \$ Billion, 2021- 2030

### 10.5 Global Tourism Market Outlook, \$ Billion, 2021- 2030

### 10.6 Global Retail Market Outlook by Region, \$ Billion, 2021- 2030

#### 10.6.1 Asia Pacific Retail Market Outlook, \$ Billion, 2021- 2030

#### 10.6.2 Europe Retail Market Outlook, \$ Billion, 2021- 2030

#### 10.6.3 North America Retail Market Outlook, \$ Billion, 2021- 2030

#### 10.6.4 South and Central America Retail Market Outlook, \$ Billion, 2021- 2030

#### 10.6.5 Middle East and Africa Retail Market Outlook, \$ Billion, 2021- 2030

## **11. ROMANIA DEMOGRAPHIC AND MACROECONOMIC OUTLOOK TO 2030**

### 11.1 Romania GDP (Gross Domestic Product, Current Prices) Outlook, 2019- 2030

### 11.2 Romania Disposable Income Outlook, 2019-2030

### 11.3 Romania Population Growth Outlook, 2019-2030

### 11.4 Population Outlook by Age, 2019-2030

11.4.1 Population Outlook by Gender, 2019-2030

11.4.2 Population Outlook by Area, 2019-2030

## **12. LATEST RETAIL INDUSTRY TRENDS AND DEVELOPMENTS**

## **13. APPENDIX**

13.1 OG Analysis Expertise

13.2 Sources and Research Methodology

13.3 Contacts

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