

Consumer Electronics Retail in Romania

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Abstracts

Consumer Electronics Retail in Romania

Summary

Consumer Electronics Retail in Romania industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The consumer electronics retail market comprises the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. The market value represents the retail sales value of consumer electronics.

The Romanian consumer electronics retail market recorded revenues of \$7.8 billion in 2023, representing a compound annual growth rate (CAGR) of 8.5% between 2018 and 2023.

The household appliances segment accounted for the market's largest proportion in 2023, with total revenues of \$2.6 billion, equivalent to 33.5% of the market's overall value.

Rising consumer confidence is a key driver for the consumer electronics retail market, as consumers are more inclined to invest in the latest gadgets and devices that enhances their lifestyle. According to the European Commission, consumer confidence in Romania reached -18.3 points in August 2023, up from

-30.4 points in August 2022.

Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer electronics retail market in Romania

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Romania

Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Romania consumer electronics retail market with five year forecasts

Reasons to Buy

What was the size of the Romania consumer electronics retail market by value in 2023?

What will be the size of the Romania consumer electronics retail market in 2028?

What factors are affecting the strength of competition in the Romania consumer electronics retail market?

How has the market performed over the last five years?

What are the main segments that make up Romania's consumer electronics retail market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What strategies do the leading players follow?
- 7.3. What are the most recent developments in the market?

8 COMPANY PROFILES

- 8.1. Carrefour SA
- 8.2. Altex Romania SRL
- 8.3. Germanos Telecom Romania S.A.

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: Romania consumer electronics retail market value: \$ million, 2018-23

Table 2: Romania consumer electronics retail market category segmentation: % share, by value, 2018-23

Table 3: Romania consumer electronics retail market category segmentation: \$ million, 2018-23

Table 4: Romania consumer electronics retail market geography segmentation: \$ million, 2023

Table 5: Romania consumer electronics retail market distribution: % share, by value, 2023

Table 6: Romania consumer electronics retail market value forecast: \$ million, 2023-28

Table 7: Carrefour SA: key facts

Table 8: Carrefour SA: Annual Financial Ratios

Table 9: Carrefour SA: Key Employees

Table 10: Carrefour SA: Key Employees Continued

Table 11: Altex Romania SRL: key facts

Table 12: Altex Romania SRL: Key Employees

Table 13: Germanos Telecom Romania S.A.: key facts

Table 14: Germanos Telecom Romania S.A.: Key Employees

Table 15: Romania Size of Population (million), 2019-23

Table 16: Romania real GDP (Constant 2010 Prices, \$ billion), 2019-23

Table 17: Romania GDP (Current Prices, \$ Billion), 2019-23

Table 18: Romania Inflation, 2019-23

Table 19: Romania Consumer Price Index (Absolute), 2019-23

Table 20: Romania exchange rate, 2018-23

List Of Figures

LIST OF FIGURES

Figure 1: Romania consumer electronics retail market value: \$ million, 2018-23

Figure 2: Romania consumer electronics retail market category segmentation: \$ million, 2018-23

Figure 3: Romania consumer electronics retail market geography segmentation: % share, by value, 2023

Figure 4: Romania consumer electronics retail market distribution: % share, by value, 2023

Figure 5: Romania consumer electronics retail market value forecast: \$ million, 2023-28

Figure 6: Forces driving competition in the consumer electronics retail market in Romania, 2023

Figure 7: Drivers of buyer power in the consumer electronics retail market in Romania, 2023

Figure 8: Drivers of supplier power in the consumer electronics retail market in Romania, 2023

Figure 9: Factors influencing the likelihood of new entrants in the consumer electronics retail market in Romania, 2023

Figure 10: Factors influencing the threat of substitutes in the consumer electronics retail market in Romania, 2023

Figure 11: Drivers of degree of rivalry in the consumer electronics retail market in Romania, 2023

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