

# Food & Grocery Retail in Romania

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## Abstracts

### Food & Grocery Retail in Romania

#### Summary

Food & Grocery 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 food & grocery retail market is segmented into household products, tobacco, food, and drinks. Market value refers to retail sales.

The Romanian food & grocery retail market recorded revenues of \$81 billion in 2023, representing a compound annual growth rate (CAGR) of 7.9% between 2018 and 2023.

The food segment accounted for the market's largest proportion in 2023, with total revenues of \$62.4 billion, equivalent to 77.1% of the market's overall value.

Rising consumer confidence is a key driver for the food & grocery retail market, as consumers are more willing to spend on higher-quality products that align with their lifestyle and health priorities. 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 food & grocery retail market in Romania

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the food & grocery retail market in Romania

Leading company profiles reveal details of key food & grocery retail market players' global operations and financial performance

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

## Reasons to Buy

What was the size of the Romania food & grocery retail market by value in 2023?

What will be the size of the Romania food & grocery retail market in 2028?

What factors are affecting the strength of competition in the Romania food & grocery retail market?

How has the market performed over the last five years?

What are the main segments that make up Romania's food & grocery retail market?

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