

Online Retail in Romania

<https://marketpublishers.com/r/ODF56D9B0716EN.html>

Date: September 2024

Pages: 42

Price: US\$ 350.00 (Single User License)

ID: ODF56D9B0716EN

Abstracts

Online Retail in Romania

Summary

Online Retail in Romania industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 online retail market is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.

The Romanian online retail sector recorded revenues of \$6.8 billion in 2023, representing a compound annual growth rate (CAGR) of 17.7% between 2018 and 2023.

The electrical & electronics retail segment accounted for the sector's largest proportion in 2023, with total revenues of \$3.2 billion, equivalent to 47.1% of the sector's overall value.

Rising consumer confidence is a key driver for the online retail sector, as it encourages consumers to spend more on a wide range of products that enhance their convenience and 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 online retail market in Romania

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

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

Add weight to presentations and pitches by understanding the future growth prospects of the Romania online retail market with five year forecasts by both value and volume

Reasons to Buy

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Romania's online 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 are the strengths of the leading players?
- 7.3. What strategies do the leading players follow?
- 7.4. What are the recent developments in the market?

8 COMPANY PROFILES

- 8.1. Amazon.com Inc
- 8.2. Kaufland Stiftung and Company Kg
- 8.3. OLX Group BV
- 8.4. Publi24 Digital SRL

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 online retail sector value: \$ million, 2018-23
- Table 2: Romania online retail sector category segmentation: % share, by value, 2018-2023
- Table 3: Romania online retail sector category segmentation: \$ million, 2018-2023
- Table 4: Romania online retail sector geography segmentation: \$ million, 2023
- Table 5: Romania online retail sector distribution: % share, by value, 2023
- Table 6: Romania online retail sector value forecast: \$ million, 2023-28
- Table 7: Amazon.com Inc: key facts
- Table 8: Amazon.com Inc: Annual Financial Ratios
- Table 9: Amazon.com Inc: Key Employees
- Table 10: Amazon.com Inc: Key Employees Continued
- Table 11: Kaufland Stiftung and Company Kg: key facts
- Table 12: Kaufland Stiftung and Company Kg: Key Employees
- Table 13: OLX Group BV: key facts
- Table 14: OLX Group BV: Key Employees
- Table 15: Publi24 Digital SRL: key facts
- Table 16: Romania size of population (million), 2019-23
- Table 17: Romania real gdp (constant 2010 prices, \$ billion), 2019-23
- Table 18: Romania gdp (current prices, \$ billion), 2019-23
- Table 19: Romania inflation, 2019-23
- Table 20: Romania consumer price index (absolute), 2019-23
- Table 21: Romania exchange rate, 2018-23

List Of Figures

LIST OF FIGURES

Figure 1: Romania online retail sector value: \$ million, 2018-23

Figure 2: Romania online retail sector category segmentation: \$ million, 2018-2023

Figure 3: Romania online retail sector geography segmentation: % share, by value, 2023

Figure 4: Romania online retail sector distribution: % share, by value, 2023

Figure 5: Romania online retail sector value forecast: \$ million, 2023-28

Figure 6: Forces driving competition in the online retail sector in Romania, 2023

Figure 7: Drivers of buyer power in the online retail sector in Romania, 2023

Figure 8: Drivers of supplier power in the online retail sector in Romania, 2023

Figure 9: Factors influencing the likelihood of new entrants in the online retail sector in Romania, 2023

Figure 10: Factors influencing the threat of substitutes in the online retail sector in Romania, 2023

Figure 11: Drivers of degree of rivalry in the online retail sector in Romania, 2023

I would like to order

Product name: Online Retail in Romania

Product link: <https://marketpublishers.com/r/ODF56D9B0716EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/ODF56D9B0716EN.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