



Euromonitor
International

Appliances and Electronics Specialists in Romania

March 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Muted picture in 2024
- Local chain Altex holds on to strong lead
- E-commerce accounts for nearly half of value sales

PROSPECTS AND OPPORTUNITIES

- Brick-and-mortar sees changing role
- Scrap programme continues to boost sales
- Continuing innovation drives value sales

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Retail in Romania - Industry Overview

EXECUTIVE SUMMARY

- Retail in 2024: The big picture
- Grocery retailers continue to account for most value sales
- Retailers adopt an omnichannel approach
- What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
- Summary 1 - Standard Opening Hours by Channel Type 2024
- Seasonality
- Valentine’s Day
- Mother’s Day
- Easter
- Summer sales
- Back to School
- Black Friday
- Winter sales
- Christmas

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