



Discounters in Romania

March 2024

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Discounters in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Affordability and outlet expansion increase the popularity of discounters
Lidl retains its lead with a strong focus on expansion and low-price points
Auchan enters discounters after remodelling hypermarkets to drive sales

PROSPECTS AND OPPORTUNITIES

Discounters continue to showcase an upward trend across the forecast period
Discounters remain highly concentrated as key players open new stores
Auchan Discount aims to become a significant player across the forecast period

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Omni-channel contributes to the retail dynamics
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OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
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