



Euromonitor  
International

# Direct Selling in Romania

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## Direct Selling in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Direct selling continues on a downward trend throughout 2023 in Romania  
Beauty and personal care offerings drive sales, while Avon retains its lead  
Demand for wellbeing sustains the performance of consumer health brands

#### PROSPECTS AND OPPORTUNITIES

Competition from store-based retailing continues to challenge direct sellers  
E-commerce becomes a relevant strategy for direct selling players  
International brands retain their leads with a strong presence in beauty and personal care

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## Retail in Romania - Industry Overview

### EXECUTIVE SUMMARY

Grocery retailers dominate sales in 2023  
Omni-channel contributes to the retail dynamics  
What next for retail?

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Informal retail  
Opening hours for physical retail  
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