



# Supermarkets in Romania

March 2024

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## Supermarkets in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The rising importance of proximity shopping benefits supermarkets in 2023  
International brands dominate sales on the Romanian supermarket landscape  
Independent operators look to establish chains in Romania during 2023

#### PROSPECTS AND OPPORTUNITIES

Strong growth prospects for supermarkets which benefit from proximity and variety  
The expansion of private label products is set to improve share for supermarkets  
Mega Image consolidates its leadership across the forecast period

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Grocery retailers dominate sales in 2023  
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### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
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