



Vending in Romania

March 2024

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Vending in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vending records positive growth in 2023 as consumers seek on-the-go products
Captive and semi-captive environments leads sales in vending
Vending remains a fragmented landscape with a high number of small players

PROSPECTS AND OPPORTUNITIES

Vending is set to grow, with sales driven by affordable options
Modern vending machines with contactless payment systems are rolled out nationwide
Local players continue to dominate the vending machine landscape

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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?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
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