



Home Improvement in Romania

June 2024

Table of Contents

Home Improvement in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cordless power tools thriving as prices stabilise

Rural households help to sustain demand for bathroom and sanitaryware against a backdrop of economic uncertainty

Premiumisation and innovation influence demand for floor tiles in Romania

PROSPECTS AND OPPORTUNITIES

Home paint set to see growing demand for high quality products

Click and collect services set to be expanded over the forecast period as consumers become increasingly sophisticated shoppers

Low prices could be key to attracting price-sensitive shoppers

CATEGORY DATA

Table 1 - Sales of Home Improvement by Category: Value 2018-2023

Table 2 - Sales of Home Improvement by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Home Improvement: % Value 2019-2023

Table 4 - LBN Brand Shares of Home Improvement: % Value 2020-2023

Table 5 - Distribution of Home Improvement by Format: % Value 2018-2023

Table 6 - Forecast Sales of Home Improvement by Category: Value 2023-2028

Table 7 - Forecast Sales of Home Improvement by Category: % Value Growth 2023-2028

Home and Garden in Romania - Industry Overview

EXECUTIVE SUMMARY

Home and garden in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 8 - Sales of Home and Garden by Category: Value 2018-2023

Table 9 - Sales of Home and Garden by Category: % Value Growth 2018-2023

Table 10 - NBO Company Shares of Home and Garden: % Value 2019-2023

Table 11 - LBN Brand Shares of Home and Garden: % Value 2020-2023

Table 12 - Penetration of Private Label in Home and Garden by Category: % Value 2018-2023

Table 13 - Distribution of Home and Garden by Format: % Value 2018-2023

Table 14 - Distribution of Home and Garden by Format and Category: % Value 2023

Table 15 - Forecast Sales of Home and Garden by Category: Value 2023-2028

Table 16 - Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-improvement-in-romania/report.