



# Convenience Retailers in Romania

March 2024

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## Convenience Retailers in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Proximity drives sales in convenience stores as consumers focus on essential items

Profi Rom Food SRL retains its lead, while an acquisition is in process

Changes in the forecourt retailers landscape, expanding through partnerships

#### PROSPECTS AND OPPORTUNITIES

The high cost of living sustains growth as consumers prioritise essential items

Convenience stores and petrol stations strengthen partnerships over the forecast

Consolidation on the competitive landscape for convenience stores

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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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Seasonality

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