



Euromonitor  
International

# General Merchandise Stores in Romania

March 2024

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## General Merchandise Stores in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Variety stores register an ongoing decline as outlets continue to close  
Consumers are unconvinced about the concept of variety stores  
Studio Moderna SRL dominates variety stores through its brand Top Shop

#### PROSPECTS AND OPPORTUNITIES

The high cost of living continues to challenge sales in the early forecast period  
Studio Moderna will retain its lead with a rising focus on e-commerce  
Homewares and appliances will remain important for Top Shop

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## Retail in Romania - Industry Overview

### EXECUTIVE SUMMARY

Grocery retailers dominate sales in 2023  
Omni-channel contributes to the retail dynamics  
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### OPERATING ENVIRONMENT

Informal retail  
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