



Retail E-Commerce in Romania

March 2024

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Retail E-Commerce in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

While growth remains positive, sales slow as consumers become price-sensitive

New technologies reshape shopping behaviour on the Romanian landscape

eMAG retains leadership while offering the largest marketplace in Romania

PROSPECTS AND OPPORTUNITIES

Omnichannel approaches rise, driving growth in e-commerce in Romania

Food e-commerce is set to rise as partnerships with delivery services increase

High mobile traffic generates growing sales for e-commerce players

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EXECUTIVE SUMMARY

Grocery retailers dominate sales in 2023

Omni-channel contributes to the retail dynamics

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OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

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