

# **Discounters in Romania**

March 2025

Table of Contents

# Discounters in Romania - Category analysis

## **KEY DATA FINDINGS**

### 2024 DEVELOPMENTS

Discounters best performing grocery retailer in 2024 Lidl continues to dominate Auchan further expands in discounter space

# PROSPECTS AND OPPORTUNITIES

Rosy outlook over forecast period Competitive landscape remains consolidated Automated stores potentially a feature in the discount space

## CHANNEL DATA

Table 1 - Discounters: Value Sales, Outlets and Selling Space 2019-2024
Table 2 - Discounters: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 3 - Discounters GBO Company Shares: % Value 2020-2024
Table 4 - Discounters GBN Brand Shares: % Value 2021-2024
Table 5 - Discounters LBN Brand Shares: Outlets 2021-2024
Table 6 - Discounters Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 7 - Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

# Retail in Romania - Industry Overview

# EXECUTIVE SUMMARY

Retail in 2024: The big picture Grocery retailers continue to account for most value sales Retailers adopt an omnichannel approach What next for retail?

## OPERATING ENVIRONMENT

Informal retail Opening hours for physical retail Summary 1 - Standard Opening Hours by Channel Type 2024 Seasonality Valentine's Day Mother's Day Easter Summer sales Back to School Black Friday Winter sales Christmas

# MARKET DATA

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
Table 9 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
Table 10 - Sales in Retail Offline by Channel: Value 2019-2024
Table 11 - Sales in Retail Offline by Channel: % Value Growth 2019-2024
Table 12 - Retail Offline Outlets by Channel: Units 2019-2024
Table 13 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024
Table 14 - Sales in Retail E-Commerce by Product: Value 2019-2024
Table 15 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024

Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024 Table 17 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024 Table 18 - Sales in Grocery Retailers by Channel: Value 2019-2024 Table 19 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024 Table 20 - Grocery Retailers Outlets by Channel: Units 2019-2024 Table 21 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024 Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024 Table 23 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024 Table 24 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024 Table 25 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024 Table 26 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024 Table 27 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024 Table 28 - Retail GBO Company Shares: % Value 2020-2024 Table 29 - Retail GBN Brand Shares: % Value 2021-2024 Table 30 - Retail Offline GBO Company Shares: % Value 2020-2024 Table 31 - Retail Offline GBN Brand Shares: % Value 2021-2024 Table 32 - Retail Offline LBN Brand Shares: Outlets 2021-2024 Table 33 - Retail E-Commerce GBO Company Shares: % Value 2020-2024 Table 34 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024 Table 35 - Grocery Retailers GBO Company Shares: % Value 2020-2024 Table 36 - Grocery Retailers GBN Brand Shares: % Value 2021-2024 Table 37 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024 Table 38 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024 Table 39 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024 Table 40 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024 Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029 Table 42 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029 Table 43 - Forecast Sales in Retail Offline by Channel: Value 2024-2029 Table 44 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029 Table 45 - Forecast Retail Offline Outlets by Channel: Units 2024-2029 Table 46 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029 Table 47 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029 Table 48 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029 Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029 Table 50 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029 Table 51 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029 Table 52 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029 Table 53 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029 Table 54 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029 Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029 Table 56 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029 Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029 Table 58 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029 Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029 Table 60 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

#### DISCLAIMER

#### SOURCES

Summary 2 - 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/discounters-in-romania/report.