



Supermarkets in Romania

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Muted constant value growth
- Leader Profi in flux as acquisition conditionally approved
- Locally-owned supermarkets account for small value share

PROSPECTS AND OPPORTUNITIES

- Modest constant value growth over forecast period
- Retailers focus on private label
- Focus on building online presence

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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
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- Seasonality
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- Mother’s Day
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