

# Hypermarkets in Romania

March 2025

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# Hypermarkets in Romania - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Fall in constant values sales Competitive landscape remains stable Hypermarkets continue to focus on e-commerce

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Modest constant value growth over forecast period Potentially further consolidation Retailers continue to focus on local private label offerings

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

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