



Apparel and Footwear Specialists in Romania

March 2024

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Apparel and Footwear Specialists in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Solid growth as consumers return to physical stores post-COVID-19
An omnichannel presence to remain competitive against online only players
Branded chains focus on shopping centres to gain high levels of footfall instore

PROSPECTS AND OPPORTUNITIES

The high cost of living continues to challenge sales in the early forecast period
Players invest in buy now, pay later service providers to drive sales online
E-commerce continues to rise as players invest in logistics and delivery solutions

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EXECUTIVE SUMMARY

Grocery retailers dominate sales in 2023
Omni-channel contributes to the retail dynamics
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
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