



Small Local Grocers in Romania

March 2024

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Small Local Grocers in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Small local grocers lose share as many convert to becoming convenience stores

Small local grocers maintains an important regional position in Romania

Increasing focus on local producers' benefits retailers and consumers

PROSPECTS AND OPPORTUNITIES

Small local grocers retain marginal value growth while outlet numbers decline

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Informal retail

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