



Appliances and Electronics Specialists in Romania

March 2024

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Appliances and Electronics Specialists in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers prioritise spending on essentials, challenging growth in 2023
Domestic retailers lead while making investments in digital and outlet expansions
Players develop online sales and click-and-collect services to drive growth

PROSPECTS AND OPPORTUNITIES

Retailers continue to invest in digital, with a focus on social media and e-commerce
Sales will be sustained through discount vouchers during a challenging time
Ongoing innovation into smart technology aids sales over the forecast period

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Grocery retailers dominate sales in 2023
Omni-channel contributes to the retail dynamics
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OPERATING ENVIRONMENT

Informal retail
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