

# Hypermarkets in Romania

March 2024

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## Hypermarkets in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Lower footfall in hypermarkets as consumers focus on proximity  
Hypermarkets invest in an omnichannel presence and partner with delivery services  
Kaufland leads hypermarkets, while offering local produce to increase appeal

#### PROSPECTS AND OPPORTUNITIES

Proximity shopping negatively impacts hypermarket growth over the forecast period  
International brands account for the majority of sales in hypermarkets  
Hypermarkets increase share as domestic products attract local consumers

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### EXECUTIVE SUMMARY

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

Informal retail  
Opening hours for physical retail  
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