

# 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

Converting to convenience stores in the face of rising cost pressures

Specialists stores and local goods as a way to remain competitive on the landscape

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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

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Valentine's Day

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Back to School

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