



Home Products Specialists in Romania

March 2024

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Home Products Specialists in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The home improvement trend continues to drive sales on the landscape
E-commerce continues to drive sales for home improvement products in 2023
The entry of Fressnapf consolidates the pet shops and superstores landscape

PROSPECTS AND OPPORTUNITIES

The rising cost of living impacts future sales on the home improvement landscape
Players expand their online options, providing store space for pick-ups
Dedeman retains its lead while Ikea focuses on its expansion plans

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OPERATING ENVIRONMENT

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