

Consumer Appliances in Romania

January 2024

Table of Contents

Consumer Appliances in Romania

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for consumer appliances?

MARKET INDICATORS

 Table 1 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 2 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 3 - Sales of Consumer Appliances by Category: Volume 2018-2023 Table 4 - Sales of Consumer Appliances by Category: Value 2018-2023 Table 5 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023 Table 6 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023 Table 7 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023 Table 8 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023 Table 9 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023 Table 10 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023 Table 11 - Sales of Small Appliances by Category: Volume 2018-2023 Table 12 - Sales of Small Appliances by Category: Value 2018-2023 Table 13 - Sales of Small Appliances by Category: % Volume Growth 2018-2023 Table 14 - Sales of Small Appliances by Category: % Value Growth 2018-2023 Table 15 - NBO Company Shares of Major Appliances: % Volume 2019-2023 Table 16 - LBN Brand Shares of Major Appliances: % Volume 2020-2023 Table 17 - NBO Company Shares of Small Appliances: % Volume 2019-2023 Table 18 - LBN Brand Shares of Small Appliances: % Volume 2020-2023 Table 19 - Distribution of Major Appliances by Format: % Volume 2018-2023 Table 20 - Distribution of Small Appliances by Format: % Volume 2018-2023 Table 21 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028 Table 22 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028 Table 23 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028 Table 24 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028 Table 25 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028 Table 26 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028 Table 27 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028 Table 28 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028 Table 29 - Forecast Sales of Small Appliances by Category: Volume 2023-2028 Table 30 - Forecast Sales of Small Appliances by Category: Value 2023-2028 Table 31 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028 Table 32 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Dishwashers in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dishwashers buck volume slump trend thanks to category still being relatively new Rising focus on efficient cleaning with low energy consumption Co-branding proves to be a successful strategy to stimulate sales, such as seen with Electrolux and Fairy

PROSPECTS AND OPPORTUNITIES

Bright future ahead for dishwashers, thanks to scope for further penetration Black Friday and seasonal sales events will remain relevant Developments in private label expected over the forecast period

CATEGORY DATA

Table 33 - Sales of Dishwashers by Category: Volume 2018-2023
Table 34 - Sales of Dishwashers by Category: Value 2018-2023
Table 35 - Sales of Dishwashers by Category: % Volume Growth 2018-2023
Table 36 - Sales of Dishwashers by Category: % Value Growth 2018-2023
Table 37 - Sales of Dishwashers by Format: % Volume 2018-2023
Table 38 - Sales of Dishwashers by Smart Appliances: % Volume 2019-2023
Table 39 - NBO Company Shares of Dishwashers: % Volume 2019-2023
Table 40 - LBN Brand Shares of Dishwashers: % Volume 2018-2023
Table 41 - Distribution of Dishwashers by Format: % Volume 2018-2023
Table 42 - Production of Dishwashers: Total Volume 2018-2023
Table 43 - Forecast Sales of Dishwashers by Category: Value 2023-2028
Table 45 - Forecast Sales of Dishwashers by Category: % Volume Growth 2023-2028
Table 46 - Forecast Sales of Dishwashers by Category: % Value Growth 2023-2028

Home Laundry Appliances in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales in a slump as consumers postpone big-ticket purchases Arctic uses corporate responsibility activities to highlight its appliances' functions Players launch constant product upgrades to meet energy-saving and cleaning-quality demands

PROSPECTS AND OPPORTUNITIES

Premiumisation trends expected to become stronger as spending power improves Smart home laundry appliances to gain more attention Automatic dryers set to see stronger growth than automatic washing machines due to lower level of category maturity

CATEGORY DATA

Table 47 - Sales of Home Laundry Appliances by Category: Volume 2018-2023Table 48 - Sales of Home Laundry Appliances by Category: Value 2018-2023Table 49 - Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023Table 50 - Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023Table 51 - Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023Table 52 - Sales of Automatic Washing Machines by Format: % Volume 2018-2023Table 53 - Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023Table 54 - Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023Table 55 - NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023Table 56 - LBN Brand Shares of Home Laundry Appliances by Format: % Volume 2018-2023Table 57 - Distribution of Home Laundry Appliances by Format: % Volume 2018-2023

Table 58 - Production of Home Laundry Appliances: Total Volume 2018-2023

Table 59 - Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028Table 60 - Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028Table 61 - Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028Table 62 - Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

Large Cooking Appliances in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

Large cooking appliances face same challenges as most other major appliances Built-in large cooking appliances manage small positive sales thanks to relatively low penetration Ongoing move to electric cooking appliances, stimulated by high gas prices and government incentives

PROSPECTS AND OPPORTUNITIES

Slow growth expected over the coming years, as category is already relatively mature Sustainability trends will continue to influence purchasing decisions Good prospects for online sales, thanks to retailers' omnichannel strategies

CATEGORY DATA

Table 63 - Sales of Large Cooking Appliances by Category: Volume 2018-2023 Table 64 - Sales of Large Cooking Appliances by Category: Value 2018-2023 Table 65 - Sales of Large Cooking Appliances by Category: % Volume Growth 2018-2023 Table 66 - Sales of Large Cooking Appliances by Category: % Value Growth 2018-2023 Table 67 - Sales of Built-in Hobs by Format: % Volume 2018-2023 Table 68 - Sales of Ovens by Smart Appliances: % Volume 2019-2023 Table 69 - NBO Company Shares of Large Cooking Appliances: % Volume 2019-2023 Table 70 - LBN Brand Shares of Large Cooking Appliances: % Volume 2020-2023 Table 71 - NBO Company Shares of Built-in Hobs: % Volume 2019-2023 Table 72 - NBO Company Shares of Ovens: % Volume 2019-2023 Table 73 - NBO Company Shares of Cooker Hoods: % Volume 2019-2023 Table 74 - NBO Company Shares of Built-in Cooker Hoods: % Volume 2019-2023 Table 75 - NBO Company Shares of Freestanding Cooker Hoods: % Volume 2019-2023 Table 76 - NBO Company Shares of Cookers: % Volume 2019-2023 Table 77 - NBO Company Shares of Range Cookers: % Volume 2019-2023 Table 78 - Distribution of Large Cooking Appliances by Format: % Volume 2018-2023 Table 79 - Production of Large Cooking Appliances: Total Volume 2018-2023 Table 80 - Forecast Sales of Large Cooking Appliances by Category: Volume 2023-2028 Table 81 - Forecast Sales of Large Cooking Appliances by Category: Value 2023-2028 Table 82 - Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2023-2028 Table 83 - Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2023-2028

Microwaves in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

Negative volume sales for microwaves persist, due to outdated image Ergonomic designs and premium aesthetics can add appeal to microwaves Microwaves lend themselves well to e-commerce

PROSPECTS AND OPPORTUNITIES

Declines will continue, with very limited scope for further developments A slower decline expected for built-in microwaves

CATEGORY DATA

Table 84 - Sales of Microwaves by Category: Volume 2018-2023 Table 85 - Sales of Microwaves by Category: Value 2018-2023 Table 86 - Sales of Microwaves by Category: % Volume Growth 2018-2023 Table 87 - Sales of Microwaves by Category: % Value Growth 2018-2023 Table 88 - Sales of Microwaves by Smart Appliances: % Volume 2019-2023 Table 89 - NBO Company Shares of Microwaves: % Volume 2019-2023 Table 90 - LBN Brand Shares of Microwaves: % Volume 2020-2023 Table 91 - Distribution of Microwaves by Format: % Volume 2018-2023 Table 92 - Production of Microwaves: Total Volume 2018-2023 Table 93 - Forecast Sales of Microwaves by Category: Volume 2023-2028 Table 94 - Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028 Table 95 - Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028 Table 96 - Forecast Sales of Microwaves by Category: % Value Growth 2023-2028

Refrigeration Appliances in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

Refrigeration appliances remains in a volume slump, albeit with better prospects ahead Players use innovation activities to attract consumers' attention Players absorb costs to keep sales prices down, while the government continues to promote its buyback programme

PROSPECTS AND OPPORTUNITIES

"Green" refrigeration appliances will become more popular Haier expands as a manufacturer and brand in Romania Expected move towards premium refrigeration appliances

CATEGORY DATA

Table 97 - Sales of Refrigeration Appliances by Category: Volume 2018-2023 Table 98 - Sales of Refrigeration Appliances by Category: Value 2018-2023 Table 99 - Sales of Refrigeration Appliances by Category: % Volume Growth 2018-2023 Table 100 - Sales of Refrigeration Appliances by Category: % Value Growth 2018-2023 Table 101 - Sales of Freezers by Format: % Volume 2018-2023 Table 102 - Sales of Freezers by Volume Capacity: % Volume 2018-2023 Table 103 - Sales of Fridge Freezers by Format: % Volume 2018-2023 Table 104 - Sales of Fridge Freezers by Volume Capacity: % Volume 2018-2023 Table 105 - Sales of Fridge Freezers by Smart Appliances: % Volume 2019-2023 Table 106 - Sales of Fridges by Volume Capacity: % Volume 2018-2023 Table 107 - NBO Company Shares of Refrigeration Appliances: % Volume 2019-2023 Table 108 - LBN Brand Shares of Refrigeration Appliances: % Volume 2020-2023 Table 109 - NBO Company Shares of Built-in Fridge Freezers: % Volume 2019-2023 Table 110 - NBO Company Shares of Freestanding Fridge Freezers: % Volume 2019-2023 Table 111 - NBO Company Shares of Built-in Fridges: % Volume 2019-2023 Table 112 - NBO Company Shares of Freestanding Fridges: % Volume 2019-2023 Table 113 - Distribution of Refrigeration Appliances by Format: % Volume 2018-2023 Table 114 - Production of Refrigeration Appliances: Total Volume 2018-2023 Table 115 - Forecast Sales of Refrigeration Appliances by Category: Volume 2023-2028 Table 116 - Forecast Sales of Refrigeration Appliances by Category: Value 2023-2028 Table 117 - Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2023-2028 Table 118 - Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2023-2028

Air Treatment Products in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

Air treatment products is the big winner in 2023 Multifunctional heating/cooling air treatment products attract attention Air purifiers remain in-demand with "germophobic" consumers

PROSPECTS AND OPPORTUNITIES

Climate change will continue to support sales, as consumers seek to regulate the temperatures in their homes Energy efficiency will remain a key factor in consumers' purchasing decisions Product innovation and premiumisation set to support ongoing sales

CATEGORY DATA

Table 119 - Sales of Air Treatment Products by Category: Volume 2018-2023
Table 120 - Sales of Air Treatment Products by Category: Value 2018-2023
Table 121 - Sales of Air Treatment Products by Category: % Volume Growth 2018-2023
Table 122 - Sales of Air Treatment Products by Category: % Value Growth 2018-2023
Table 123 - Sales of Air Conditioners by Smart Appliances: % Volume 2019-2023
Table 124 - NBO Company Shares of Air Treatment Products: % Volume 2019-2023
Table 125 - LBN Brand Shares of Air Treatment Products: % Volume 2020-2023
Table 126 - Distribution of Air Treatment Products by Format: % Volume 2018-2023
Table 127 - Production of Air Conditioners: Total Volume 2018-2023
Table 128 - Forecast Sales of Air Treatment Products by Category: Value 2023-2028
Table 129 - Forecast Sales of Air Treatment Products by Category: Walue 2023-2028
Table 130 - Forecast Sales of Air Treatment Products by Category: % Volume Growth 2023-2028
Table 131 - Forecast Sales of Air Treatment Products by Category: % Value Growth 2023-2028

Food Preparation Appliances in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

Food preparation appliances continue to benefit from consumers' interest in preparing healthy meals at home Food processors and slow juicers appeal to health-conscious consumers High demand for energy-efficient products continues, while consumers also turn to cheaper private label ranges

PROSPECTS AND OPPORTUNITIES

Demand for food preparation appliances set to continue Ongoing product innovation expected to support sales E-commerce and omnichannel retail strategies will continue

CATEGORY DATA

Table 132 - Sales of Food Preparation Appliances by Category: Volume 2018-2023Table 133 - Sales of Food Preparation Appliances by Category: Value 2018-2023Table 134 - Sales of Food Preparation Appliances by Category: % Volume Growth 2018-2023Table 135 - Sales of Food Preparation Appliances by Category: % Value Growth 2018-2023Table 136 - NBO Company Shares of Food Preparation Appliances: % Volume 2019-2023Table 137 - LBN Brand Shares of Food Preparation Appliances: % Volume 2020-2023Table 138 - Distribution of Food Preparation Appliances by Format: % Volume 2018-2023Table 139 - Forecast Sales of Food Preparation Appliances by Category: Volume 2023-2028Table 140 - Forecast Sales of Food Preparation Appliances by Category: Value 2023-2028

Table 141 - Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2023-2028Table 142 - Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2023-2028

Personal Care Appliances in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

Personal care appliances see another year of positive growth, thanks to consumers' out-of-home lifestyles Consumers seek versatile and multifunctional personal care appliances Personal care appliances are easy to purchase online

PROSPECTS AND OPPORTUNITIES

Steady sales expected thanks to consumers' continued attention to personal grooming Electrical facial cleaners set for particularly robust growth New product developments will be key for players to compete

CATEGORY DATA

Table 143 - Sales of Personal Care Appliances by Category: Volume 2018-2023
Table 144 - Sales of Personal Care Appliances by Category: Value 2018-2023
Table 145 - Sales of Personal Care Appliances by Category: % Volume Growth 2018-2023
Table 146 - Sales of Personal Care Appliances by Category: % Value Growth 2018-2023
Table 147 - Sales of Body Shavers by Format: % Volume 2018-2023
Table 148 - Sales of Hair Care Appliances by Format: % Volume 2018-2023
Table 149 - NBO Company Shares of Personal Care Appliances 2019-2023
Table 150 - LBN Brand Shares of Personal Care Appliances by Format: % Volume 2018-2023
Table 151 - Distribution of Personal Care Appliances by Format: % Volume 2018-2023
Table 152 - Forecast Sales of Personal Care Appliances by Category: Volume 2023-2028
Table 153 - Forecast Sales of Personal Care Appliances by Category: Value 2023-2028
Table 154 - Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2023-2028
Table 155 - Forecast Sales of Personal Care Appliances by Category: % Value Growth 2023-2028

Small Cooking Appliances in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive performance for small cooking appliances, as consumers continue to seek efficient kitchen products Coffee machines register another year of strong growth Consumers welcome innovation in small cooking appliances, from state-of-the-art features to energy efficiency

PROSPECTS AND OPPORTUNITIES

Energy efficiency will continue to be a key selling point over the forecast period Sustainability set to be another hot topic, heralding stronger growth for more eco-friendly options Upcoming manufacturing developments expected, with Versuni investing in upgrading its espresso machine factory

CATEGORY DATA

Table 156 - Sales of Small Cooking Appliances by Category: Volume 2018-2023Table 157 - Sales of Small Cooking Appliances by Category: Value 2018-2023Table 158 - Sales of Small Cooking Appliances by Category: % Volume Growth 2018-2023Table 159 - Sales of Small Cooking Appliances by Category: % Value Growth 2018-2023Table 160 - Sales of Freestanding Hobs by Format: % Volume 2018-2023Table 161 - NBO Company Shares of Small Cooking Appliances: % Volume 2019-2023

 Table 162 - LBN Brand Shares of Small Cooking Appliances: % Volume 2020-2023

 Table 163 - Distribution of Small Cooking Appliances by Format: % Volume 2018-2023

Table 164 - Forecast Sales of Small Cooking Appliances by Category: Volume 2023-2028

 Table 165 - Forecast Sales of Small Cooking Appliances by Category: Value 2023-2028

Table 166 - Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2023-2028

 Table 167 - Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2023-2028

Vacuum Cleaners in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vacuum cleaners continue to benefit from consumers' high standards for clean and hygienic homes Consumers seek energy efficient vacuum cleaners to help keep their utility bills down Innovation activities remain high in vacuum cleaners

PROSPECTS AND OPPORTUNITIES

Dynamic performance set to continue, stimulated by ongoing innovation Robotic vacuum cleaners set for ongoing sustainable growth Kärcher set for RON100 million investment to expand its production facilities in Romania

CATEGORY DATA

Table 168 - Sales of Vacuum Cleaners by Category: Volume 2018-2023
Table 169 - Sales of Vacuum Cleaners by Category: Value 2018-2023
Table 170 - Sales of Vacuum Cleaners by Category: % Volume Growth 2018-2023
Table 171 - Sales of Vacuum Cleaners by Category: % Value Growth 2018-2023
Table 172 - Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2019-2023
Table 173 - NBO Company Shares of Vacuum Cleaners: % Volume 2019-2023
Table 174 - LBN Brand Shares of Vacuum Cleaners: % Volume 2020-2023
Table 175 - Distribution of Vacuum Cleaners by Format: % Volume 2018-2023
Table 176 - Forecast Sales of Vacuum Cleaners by Category: Volume 2023-2028
Table 177 - Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2023-2028
Table 178 - Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2023-2028
Table 179 - Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus
 of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-appliances-in-romania/report.