

# Home and Garden in Romania

May 2023

**Table of Contents** 

#### Home and Garden in Romania

## **EXECUTIVE SUMMARY**

Home and garden in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home and garden?

#### MARKET DATA

- Table 1 Sales of Home and Garden by Category: Value 2017-2022
- Table 2 Sales of Home and Garden by Category: % Value Growth 2017-2022
- Table 3 NBO Company Shares of Home and Garden: % Value 2018-2022
- Table 4 LBN Brand Shares of Home and Garden: % Value 2019-2022
- Table 5 Penetration of Private Label in Home and Garden by Category: % Value 2017-2022
- Table 6 Distribution of Home and Garden by Format: % Value 2017-2022
- Table 7 Distribution of Home and Garden by Format and Category: % Value 2022
- Table 8 Forecast Sales of Home and Garden by Category: Value 2022-2027
- Table 9 Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

#### DISCLAIMER

#### **SOURCES**

Summary 1 - Research Sources

## Home Improvement in Romania

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Home improvement's 2022 sales higher than pre-pandemic levels (at 2022 constant prices)

Power tools received boost from DIY trend

Bricolaj leverages growing popularity of DIY

## PROSPECTS AND OPPORTUNITIES

Water conservation to drive bathroom and sanitaryware sales

Cheap prices remain key to attracting price sensitive consumers

## **CATEGORY DATA**

- Table 10 Sales of Home Improvement by Category: Value 2017-2022
- Table 11 Sales of Home Improvement by Category: % Value Growth 2017-2022
- Table 12 NBO Company Shares of Home Improvement: % Value 2018-2022
- Table 13 LBN Brand Shares of Home Improvement: % Value 2019-2022
- Table 14 Distribution of Home Improvement by Format: % Value 2017-2022
- Table 15 Forecast Sales of Home Improvement by Category: Value 2022-2027
- Table 16 Forecast Sales of Home Improvement by Category: % Value Growth 2022-2027

## Gardening in Romania

## KEY DATA FINDINGS

## 2022 DEVELOPMENTS

Gardening registers healthy growth in 2022

Grow-your-own trend boosts demand for horticulture

Launch of horticulture kits aimed at children

#### PROSPECTS AND OPPORTUNITIES

Climate change fuels further growth

E-commerce gains further value share

#### **CATEGORY DATA**

Table 17 - Sales of Gardening by Category: Value 2017-2022

Table 18 - Sales of Gardening by Category: % Value Growth 2017-2022

Table 19 - NBO Company Shares of Gardening: % Value 2018-2022

Table 20 - LBN Brand Shares of Gardening: % Value 2019-2022

Table 21 - Distribution of Gardening by Format: % Value 2017-2022

Table 22 - Forecast Sales of Gardening by Category: Value 2022-2027

Table 23 - Forecast Sales of Gardening by Category: % Value Growth 2022-2027

#### Homewares in Romania

#### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Full reopening of society reduces demand for homewares

Ikea continues to lead in homewares

Health concerns driving innovation in homewares

## PROSPECTS AND OPPORTUNITIES

Continued growth in e-commerce over forecast period

Premiumisation to define homewares over forecast period

#### **CATEGORY DATA**

Table 24 - Sales of Homewares by Category: Value 2017-2022

Table 25 - Sales of Homewares by Category: % Value Growth 2017-2022

Table 26 - Sales of Homewares by Material: % Value 2017-2022

Table 27 - NBO Company Shares of Homewares: % Value 2018-2022

Table 28 - LBN Brand Shares of Homewares: % Value 2019-2022

Table 29 - Distribution of Homewares by Format: % Value 2017-2022

Table 30 - Forecast Sales of Homewares by Category: Value 2022-2027

Table 31 - Forecast Sales of Homewares by Category: % Value Growth 2022-2027

# Home Furnishings in Romania

## KEY DATA FINDINGS

## 2022 DEVELOPMENTS

Shortage of local wood adds to inflationary pressure

Home office furniture's 2022 sales higher than pre-pandemic levels due to hybrid work modes

Bath textiles and bed textiles register constant value growth

## PROSPECTS AND OPPORTUNITIES

Outdoor living benefits from popularity of gardening

High energy prices helping to drive sales of LEDs

# **CATEGORY DATA**

Table 32 - Sales of Home Furnishings by Category: Value 2017-2022

Table 33 - Sales of Home Furnishings by Category: % Value Growth 2017-2022

Table 34 - NBO Company Shares of Home Furnishings: % Value 2018-2022

Table 35 - LBN Brand Shares of Home Furnishings: % Value 2019-2022

- Table 36 LBN Brand Shares of Light Sources: % Value 2019-2022
- Table 37 Distribution of Home Furnishings by Format: % Value 2017-2022
- Table 38 Forecast Sales of Home Furnishings by Category: Value 2022-2027
- Table 39 Forecast Sales of Home Furnishings by Category: % Value Growth 2022-2027

# 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/home-and-garden-in-romania/report.