

# Homewares in Romania

June 2024

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## Homewares in Romania - Category analysis

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Trend towards premium homewares as consumers increasingly shun plastic products

Tefal partners with top culinary influencer to engage home cooks and food enthusiasts in Romania

Chained grocery retailers expand their range of private label products as online sales continue to grow

#### PROSPECTS AND OPPORTUNITIES

Demand for homewares linked to the housing market and the economy

More shoppers expected to turn to e-commerce while grocery retailers could benefit from attractive private label offerings

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