



PMR Industry Report

Grocery retail market in Romania 2018

Market analysis and development forecasts for 2018-2023

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Take advantage of the PMR offer

If you are interested in the PMR report or deepening of selected segments or additional expertise on the DIY market, I invite you to contact our consultants.



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PMR Report

- **Unique 5-year forecasts** prepared by the PMR team using a **proven and coherent methodology**
- **Expert commentary** allowing for a better **understanding of the current and future situation** and **opportunities and threats**
- Description of the main **trends and legal changes** affecting the market

What is the content of the report?

- **Data and expert commentary on the Romanian market**
- **A thorough summary with comparison of country markets and combined data** on the Romanian grocery market
- **Market values with unique five-year forecast** prepared by PMR's Econometrician Team based on advanced econometric models
- **Value of grocery retail sales** in different distribution channels in 2013-2023
- **Expert commentary** explaining all the presented data
- **Influence of implemented and planned legislation changes** on the grocery retail market in Romania
- **Description of the consolidation processes** on the Romanian grocery markets, including market entries, exits, mergers and acquisitions
- **Ranking of the largest retailers** in each country as well as the Romanian grocery market as a whole, based on their revenues, number of stores (historic, current and planned) and market share
- **Analysis of online food sales**, value of online food sales with a five-year forecast
- **Market value**
- **Retailers' sales revenues**
- **Sales per store**
- **Number of stores of the leading retail chains**
- **Market share of the top-10 players**
- **Channels presented in the report:** hypermarkets, supermarkets, discounters, convenience stores and other (including marketplaces, small grocery stores etc.)
- **Sales revenues** of the top-10 retailers.

5 Reasons to choose PMR

- 1 The report **includes an overview** of the situation on the Romanian grocery retail market, including impact of the current crisis, legal changes, market exits, entries and acquisitions
- 2 **Five-year development forecasts** on the value of the Romanian grocery market as well as its specific distribution channels will help create a development strategy
- 3 **Complex analysis** of the Romanian grocery market's competitive landscape will help identify the main competitors and best acquisition targets
- 4 **Analysis of market trends** will help in understanding changes in consumer behaviour and preferences.
- 5 The publication **contains the extended summary** a comparison of country markets as well as a ranking of the largest retailers in the region.



Who benefits from the PMR report?

- Grocery manufacturers and food processors that supply CE retailers
- Wholesalers in search of new clients
- Banks, financial and investment services providers
- Academic, government and research entities
- Business consultants and market analysts.

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