



**Euromonitor
International**

Direct Selling in Romania

June 2026

Table of Contents

Direct Selling in Romania - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Direct Selling Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Direct Selling

INDUSTRY PERFORMANCE

Growing Pressure to Engage in Digital Transformation

Beauty and Personal Care Brands Maintain Value Leadership through Digital Adaptation

Digital-First Sales Models Reshape Beauty Brand-Consumer Relationships

Chart 2 - Avon Has Managed to Move From Direct Sales to E-Commerce

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Avon, Oriflame and Farmasi Accelerate Digital Investments to Sustain Sales

Health and Beauty Direct Selling Consolidates Lead as Fashion Surges

Mobile-First Shopping Habits Reshape Competition and Digital Strategies

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 7 - Analyst Insight for Direct Selling

Avon Leverages Digitalisation to Defend Leadership as Share Narrows

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Direct Selling

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Direct Selling

Chart 14 - Population 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail in Romania - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Robust Growth Despite Economic Headwinds

A Phase of Hyper-Concentration

Temu and Shein Intensify Competition as Trendyol Empowers Romanian Smes with Fast Fulfilment

Chart 17 - Trendyol Aims to Expand the Reach of Local Merchants

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters Accelerates Value-Driven Growth as Price Caution Persists

Chart 20 - Analyst Insight for Retail

Retailers Adopt Artificial Intelligence and Automation to Cut Costs

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Lidl and Kaufland Expand Networks and Drive Concentration through Pricing and Digitalisation

Mergers and New Digital Launches Reshape Competition and Opportunity

Chart 23 - Merchantpro and Emag Implement Ai Solutions for Optimisation of Operations

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 26 - Standard Opening Hours by Channel Type 2025

Seasonality

Valentine's Day

Mother's Day

Easter

Summer sales

Back to School

Black Friday

Winter sales

Christmas

ECONOMIC CONTEXT

Chart 27 - Economic Context for Retail

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Retail

Chart 31 - Population 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/direct-selling-in-romania/report.