



**Euromonitor
International**

Hypermarkets in Romania

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hypermarkets Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Hypermarkets

INDUSTRY PERFORMANCE

Carrefour Extends E-Commerce Reach through Delivery Partnerships

Chart 2 - Carrefour Has the Most Extensive Partnerships Network for E-Commerce

Chart 3 - Value Sales 2020-2030

WHAT'S NEXT?

Kaufland and Carrefour Adapt Formats to Meet Evolving Shopper Habits

Chart 4 - Analyst Insight for Hypermarkets

Auchan and Kaufland Invest in Local Sourcing to Retain Loyalty

Consolidation and Smaller Footprints Reshape Future Store Formats

Chart 5 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Kaufland Expands Footprint as Carrefour Pivots to Small Formats

Schwarz Group Acquisition of La Cocos Signals Further Shake-Up

Chart 6 - La Cocos Focuses on Low Operational Costs and an Efficient Shopping Experience

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Hypermarkets

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Hypermarkets

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Romania - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - 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 16 - Trendyol Aims to Expand the Reach of Local Merchants

Chart 17 - Value Sales 2020-2030

Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters Accelerates Value-Driven Growth as Price Caution Persists

Chart 19 - Analyst Insight for Retail

Retailers Adopt Artificial Intelligence and Automation to Cut Costs

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - 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 22 - Merchantpro and Emag Implement Ai Solutions for Optimisation of Operations

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 25 - 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 26 - Economic Context for Retail

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Retail

Chart 30 - Population 2020-2030

Chart 31 - 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/hypermarkets-in-romania/report.