



Menswear in Romania

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Income growth and digitalisation boost Romania's menswear sales

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Zalando rolls out virtual assistant to drive sales and consumer engagement

Chart 2 - Zalando Launches Virtual Assistant in Romania in 2025

Men in Romania increasingly opting for affordable basics

LPP's expanded distribution centre enhances logistics efficiency

Chart 3 - LPP Romania Expands Key Distribution Centre

Primark's expansion fuels market polarisation

Chart 4 - Primark Opens its Fourth Store in Romania

WHAT'S NEXT?

Consumers expected to continue to drive demand for comfort and sustainability

Men's outerwear set to remain largest category with steady growth

E-commerce and sustainability will continue to shape the future of menswear

Chart 5 - Analyst Insight

COMPETITIVE LANDSCAPE

H&M and LPP maintain lead through omnichannel strategies

No significant mergers or acquisitions seen in 2025

CHANNELS

Apparel and footwear specialists consolidate lead with omnichannel presence

Retail e-commerce drives growth with extensive offerings

Rapid growth for ultra-fast-fashion

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in Romania - Industry Overview

EXECUTIVE SUMMARY

Romanian apparel and footwear market grows through polarisation and sustainability

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Low-cost retailers and premium brands improve value sales amid market polarisation

Chart 7 - Primark Continues its Expansion in Romania

Sustainability drives demand for eco-friendly products and upcycling

Chart 8 - Roseco Turns Textile Waste into Recycled Fabrics

AI and tech innovation boosts sales through personalised experiences

Chart 9 - Analyst Insight

Chart 10 - E-seller Zalando Launches AI Assistants and Virtual Fitting Features

WHAT'S NEXT?

Romanians embrace sustainable and eco-friendly products as key trends

AI and technological innovation drives sales through personalised experiences

Polarisation set to remain a key trend with ultra-fast fashion and premium brands

COMPETITIVE LANDSCAPE

Pepco, H&M, and LPP lead with extensive store networks

CHANNELS

Offline retail continues to dominate sales with chained specialists, while e-commerce grows

Omnichannel strategies key to success

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Romania 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Romania 2025

Chart 14 - Consumer Landscape in Romania 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/menswear-in-romania/report.