



**Euromonitor
International**

Retail E-Commerce in Romania

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail E-Commerce Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail E-Commerce

INDUSTRY PERFORMANCE

Growth Amid Macroeconomic Challenges

Marketplace E-Commerce Strengthens Platform Dominance and Raises Barriers for Independents

Altex Integrates Physical and Digital Channels to Deliver Seamless Shopping Experiences

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

Chart 4 - Altex Consolidates Its Omnichannel through Digital Integration and Ai Personalisation

WHAT'S NEXT?

Mobile App Innovation Drives New Shopping Habits and Payment Integration

Chart 5 - Analyst Insight for Retail E-Commerce

Marketplace Platforms Expand Access for Start-Ups and Small Retailers

Omnichannel Strategies and Delivery Efficiency Reshape Competition

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Emag Accelerates Investment While Trendyol and Temu Disrupt the Competitive Order

Chart 8 - Emag Operates the Largest E-Commerce Marketplace in Romania

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Retail E-Commerce

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Retail E-Commerce

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - 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 18 - Trendyol Aims to Expand the Reach of Local Merchants

Chart 19 - Value Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters Accelerates Value-Driven Growth as Price Caution Persists

Chart 21 - Analyst Insight for Retail

Retailers Adopt Artificial Intelligence and Automation to Cut Costs

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - 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 24 - Merchantpro and Emag Implement Ai Solutions for Optimisation of Operations

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 27 - 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 28 - Economic Context for Retail

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Retail

Chart 32 - Population 2020-2030

Chart 33 - 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/retail-e-commerce-in-romania/report.