



Euromonitor
International

Air Conditioners in Romania

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising temperatures and replacement demand drive strong growth

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Strong growth driven by climate change and consumer awareness

Split air conditioners dominate sales with advanced features

Innovative launches drive eco-friendly and smart trends

Chart 3 - Allview Enters the Air Conditioning Market with a Smart Model

WHAT'S NEXT?

Consumers drive demand for smart and eco-friendly solutions

Split air conditioners lead market with advanced features

Energy efficiency and smart features drive future growth

COMPETITIVE LANDSCAPE

Gree maintains leadership with extensive product portfolio

No significant mergers or acquisitions or new entrants

CHANNELS

Appliances and electronics specialists drive air conditioner sales

Retail e-commerce emerges as fast-growing distribution channel

E-commerce plays significant role in air conditioner sales

PRODUCTS

Smart and AI-powered models drive innovation

Multi-functionality and compact design gain popularity

Eco-friendly climate control influences consumer choices

Chart 4 - LG Launches a Smart Air Conditioner with a Unique, Art-Themed Compact Design

Chart 5 - Midea Launches Xtreme Save in Romania, a Collection of Energy-Efficient Models

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Romania - Industry Overview

EXECUTIVE SUMMARY

Demand for energy-efficient and smart appliances supports market resilience

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Samsung and De'Longhi drive premium sales with innovative products

Refrigeration appliances remain largest, air conditioners drive growth

Smart and AI-powered appliances lead innovation

Chart 8 - Samsung Launches Bespoke AI in Romania

Chart 9 - Beko Transitioned Its Factory to 100% Certified Green Energy in July 2025

Chart 10 - De'Longhi Launches La Specialista Opera Premium Espresso Machine

WHAT'S NEXT?

Sustainability and smart features drive consumer appliance growth

Air conditioners and smart appliances lead growth with innovative features

E-commerce and premiumisation to shape business strategies

Chart 11 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Beko Corp maintains its position amongst leading companies with strong brand portfolio

Opportunities emerge from technological advancements and consumer trends

CHANNELS

Appliances and electronics specialists lead offline sales

Retail e-commerce gains traction with omnichannel retailers

Emerging trends and future outlook

PRODUCTS

Smart and AI-powered features drive innovation

Sustainability and energy efficiency gain traction

Premiumisation drives value sales growth

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in Romania 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Romania 2025

Chart 15 - 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/air-conditioners-in-romania/report.