



Euromonitor
International

Refrigeration Appliances in Romania

February 2026

Table of Contents

Refrigeration Appliances in Romania - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premium and energy-efficient models support value growth

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Consumers prioritise energy efficiency amid economic uncertainty

Network One Distribution drives smart refrigeration innovation

Samsung's trade-up programme boosts eco-friendly replacements

Chart 3 - Electrolux Launched a New Range of Premium Refrigeration Appliances

Chart 4 - Network One Distribution Launched a New Smart Refrigeration Appliance

Chart 5 - Samsung Nudges Consumers to Replace Their Old Refrigeration Appliances

WHAT'S NEXT?

Consumers drive growth with premium and eco-friendly demands

Fridge-freezers remain dominant, while built-in models gain traction

Eco-friendly innovations and smart features shape the future

COMPETITIVE LANDSCAPE

Beko Corp maintains leadership through innovation and expansion

Mergers and acquisitions reshape the competitive landscape

CHANNELS

Chained appliance specialists drive offline retail dominance

E-commerce gains traction with AI-driven personalisation

No emerging retail brands or concepts in 2026

PRODUCTS

Electrolux drives premiumisation with innovative fridge-freezers

Premium features and eco-friendly innovations drive sales

Innovation and flexible financing boost business growth

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/refrigeration-appliances-in-romania/report.