



**Euromonitor
International**

Luxury Goods in Romania

October 2024

Table of Contents

EXECUTIVE SUMMARY

Luxury goods in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for luxury goods?

MARKET DATA

Table 1 - Sales of Luxury Goods by Category: Value 2019-2024
Table 2 - Sales of Luxury Goods by Category: % Value Growth 2019-2024
Table 3 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024
Table 4 - NBO Company Shares of Luxury Goods: % Value 2019-2023
Table 5 - LBN Brand Shares of Luxury Goods: % Value 2020-2023
Table 6 - Distribution of Luxury Goods by Format and Category: % Value 2024
Table 7 - Forecast Sales of Luxury Goods by Category: Value 2024-2029
Table 8 - Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rise in sales as inbound tourism increases, boosting spending on experiences
Luxury hotels invest in wellness experiences and premium surroundings
Marriott International Inc retains its lead while guest numbers rise

PROSPECTS AND OPPORTUNITIES

Luxury hotel launches drive growth as retail value sales rise
Unique experiences and sustainable features engage wealthy clientele
Luxury foodservice could bolster growth through innovative experiences

CATEGORY DATA

Table 9 - Sales of Experiential Luxury by Category: Value 2019-2024
Table 10 - Sales of Experiential Luxury by Category: % Value Growth 2019-2024
Table 11 - NBO Company Shares of Experiential Luxury: % Value 2019-2023
Table 12 - LBN Brand Shares of Experiential Luxury: % Value 2020-2023
Table 13 - Forecast Sales of Experiential Luxury by Category: Value 2024-2029
Table 14 - Forecast Sales of Experiential Luxury by Category: % Value Growth 2024-2029

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth remains positive following a significant uplift in sales during 2023
Luxury whiskies lead growth as household cocktail creation rises in Romania
Pernod Ricard Romania maintains its lead, offering internationally renowned whisky brands

PROSPECTS AND OPPORTUNITIES

Positive growth trajectory as the premiumisation trend expands
Fine wines drive growth as consumers choose sophisticated options for socialising
Local players focus on their premium offerings to gain ground on the landscape

CATEGORY DATA

Table 15 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2019-2024
Table 16 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2019-2024
Table 17 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2019-2023
Table 18 - LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2020-2023
Table 19 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2019-2024
Table 20 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2024-2029
Table 21 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2024-2029

Premium and Luxury Cars in Romania

KEY DATA FINDINGS

2024 DEVELOPMENTS

Double-digit growth driven by established brand names and technological advances
Sustainable premium models save costs and support the environment
Daimler ag retains its lead through the established Mercedes-Benz brand

PROSPECTS AND OPPORTUNITIES

Retail value sales rise, supported by new launches on the landscape
Personalisation, augmented reality and convenience drives sales through e-commerce
Sustainability and climate concerns boost ownership of electric cars

CATEGORY DATA

Table 22 - Sales of Premium and Luxury Cars: Value 2019-2024
Table 23 - Sales of Premium and Luxury Cars: % Value Growth 2019-2024
Table 24 - NBO Company Shares of Premium and Luxury Cars: % Value 2019-2023
Table 25 - LBN Brand Shares of Premium and Luxury Cars: % Value 2020-2023
Table 26 - Forecast Sales of Premium and Luxury Cars: Value 2024-2029
Table 27 - Forecast Sales of Premium and Luxury Cars: % Value Growth 2024-2029

Personal Luxury in Romania

KEY DATA FINDINGS

2024 DEVELOPMENTS

Designer apparel and footwear players benefit from the move away from fast fashion
Luxury eyewear benefits from being on-trend, driving positive retail value growth
Sentimental pieces drive ongoing growth on the luxury jewellery landscape
Demand for sustainable options is rising in luxury leather goods
Luxury wearables offer elegant designs blended with advanced technology
Positive growth as consumers consider luxury timepieces to be investments
Sales of luxury writing instruments and stationery are supported by customisation
Fashion brands continue to launch on the super-premium beauty and personal care landscape

PROSPECTS AND OPPORTUNITIES

Luxury timepieces and wearables drive ongoing growth on the landscape
E-commerce sales rise as players invest in technology that support personalised experiences
Luxury players focus on sustainability to align with consumers' rising concerns

CATEGORY DATA

Table 28 - Sales of Personal Luxury by Category: Value 2019-2024

Table 29 - Sales of Personal Luxury by Category: % Value Growth 2019-2024

Table 30 - NBO Company Shares of Personal Luxury: % Value 2019-2023

Table 31 - LBN Brand Shares of Personal Luxury: % Value 2020-2023

Table 32 - Distribution of Personal Luxury by Format: % Value 2019-2024

Table 33 - Forecast Sales of Personal Luxury by Category: Value 2024-2029

Table 34 - Forecast Sales of Personal Luxury by Category: % Value Growth 2024-2029

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/luxury-goods-in-romania/report.