



Home Improvement in Romania

June 2025

Table of Contents

Home Improvement in Romania - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Steady consumer investment in renovation and repair projects supports demand

Sanex's Cesarom brand benefits from wide distribution and strong reputation

Home improvement and gardening chains continue to dominate distribution

PROSPECTS AND OPPORTUNITIES

Hand tools to remain the most dynamic category

Popularity of wallpaper will continue to fade

Smart home technology and sustainability will gain traction

CATEGORY DATA

Table 1 - Sales of Home Improvement by Category: Value 2019-2024

Table 2 - Sales of Home Improvement by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Home Improvement: % Value 2020-2024

Table 4 - LBN Brand Shares of Home Improvement: % Value 2021-2024

Table 5 - Distribution of Home Improvement by Format: % Value 2019-2024

Table 6 - Forecast Sales of Home Improvement by Category: Value 2024-2029

Table 7 - Forecast Sales of Home Improvement by Category: % Value Growth 2024-2029

Home and Garden in Romania - Industry Overview

EXECUTIVE SUMMARY

Home and garden in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for home and garden?

MARKET DATA

Table 8 - Sales of Home and Garden by Category: Value 2019-2024

Table 9 - Sales of Home and Garden by Category: % Value Growth 2019-2024

Table 10 - NBO Company Shares of Home and Garden: % Value 2020-2024

Table 11 - LBN Brand Shares of Home and Garden: % Value 2021-2024

Table 12 - Penetration of Private Label in Home and Garden by Category: % Value 2019-2024

Table 13 - Distribution of Home and Garden by Format: % Value 2019-2024

Table 14 - Distribution of Home and Garden by Format and Category: % Value 2024

Table 15 - Forecast Sales of Home and Garden by Category: Value 2024-2029

Table 16 - Forecast Sales of Home and Garden by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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