



# Sportswear in Romania

February 2026

Table of Contents

## Sportswear in Romania - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Romanian sportswear market grows amid polarisation and sustainability trends

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Romanian sportswear expands despite economic pressures and consumer caution

Resale and rental models gain traction among Romanians

Chart 2 - Decathlon Emerges as a Disruptor in Second-Hand Sportswear

Sustainability and inclusivity gain in importance

Chart 3 - Nadura Uses Sustainable Materials to Appeal to Eco-Conscious Shoppers

#### WHAT'S NEXT?

Steady sportswear growth driven by active lifestyles

Resale and rental models gain traction among sustainability-focused consumers

Health trends and demographic expansion to drive future growth

Chart 4 - Analyst Insight

#### COMPETITIVE LANDSCAPE

Decathlon and adidas lead as market polarisation intensifies

New entrants and product launches drive market dynamics

Chart 5 - Luxury Sportswear Retailers Bogner and Code7 Enter the Romanian Market

#### CHANNELS

Sports goods stores lead distribution channels

E-commerce emerges as fastest growing channel

#### COUNTRY REPORTS DISCLAIMER

## [Apparel and Footwear in Romania - Industry Overview](#)

### EXECUTIVE SUMMARY

Romanian apparel and footwear market grows through polarisation and sustainability

### KEY DATA FINDINGS

Chart 6 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Low-cost retailers and premium brands improve value sales amid market polarisation

Chart 7 - Primark Continues its Expansion in Romania

Sustainability drives demand for eco-friendly products and upcycling

Chart 8 - Roseco Turns Textile Waste into Recycled Fabrics

AI and tech innovation boosts sales through personalised experiences

Chart 9 - Analyst Insight

Chart 10 - E-seller Zalando Launches AI Assistants and Virtual Fitting Features

#### WHAT'S NEXT?

Romanians embrace sustainable and eco-friendly products as key trends

AI and technological innovation drives sales through personalised experiences

Polarisation set to remain a key trend with ultra-fast fashion and premium brands

#### COMPETITIVE LANDSCAPE

Pepco, H&M, and LPP lead with extensive store networks

## CHANNELS

Offline retail continues to dominate sales with chained specialists, while e-commerce grows

Omnichannel strategies key to success

## ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Romania 2025

## CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Romania 2025

Chart 14 - 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/sportswear-in-romania/report](http://www.euromonitor.com/sportswear-in-romania/report).