



Euromonitor
International

Personal Luxury in Romania

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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

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Luxury Goods in Romania - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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