



# Personal Luxury in Romania

October 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Personal luxury sees a rise in retail value sales in 2023

Designer apparel (ready-to-wear) dominates designer apparel and footwear (ready-to-wear)

Luxury eyewear enjoys increase in retail value sales

Luxury jewellery retail value sales see a rise in 2023

Rise in retail value sales of luxury leather goods in 2023

Retail value sales of luxury wearables electronics grow in 2023

Luxury timepieces enjoys retail value sales increase in 2023

Retail value sales of writing instruments and stationery on the up in 2023

Retail value sales of super premium beauty and personal care rise in 2023

LVMH Moët Hennessy Louis Vuitton SA heads personal luxury in 2022

#### PROSPECTS AND OPPORTUNITIES

Retail value sales to increase in 2023 constant terms over the forecast period

Super premium beauty and personal care is expected to become the key category in retail value terms

Luxury wearables electronics is set to see the fastest retail value CAGR over the forecast period

#### CATEGORY DATA

Table 1 - Sales of Personal Luxury by Category: Value 2018-2023

Table 2 - Sales of Personal Luxury by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Personal Luxury: % Value 2018-2022

Table 4 - LBN Brand Shares of Personal Luxury: % Value 2019-2022

Table 5 - Distribution of Personal Luxury by Format: % Value 2018-2023

Table 6 - Forecast Sales of Personal Luxury by Category: Value 2023-2028

Table 7 - Forecast Sales of Personal Luxury by Category: % Value Growth 2023-2028

## Luxury Goods in Romania - Industry Overview

### EXECUTIVE SUMMARY

Luxury goods in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

### MARKET DATA

Table 8 - Sales of Luxury Goods by Category: Value 2018-2023

Table 9 - Sales of Luxury Goods by Category: % Value Growth 2018-2023

Table 10 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023

Table 11 - NBO Company Shares of Luxury Goods: % Value 2018-2023

Table 12 - LBN Brand Shares of Luxury Goods: % Value 2019-2023

Table 13 - Distribution of Luxury Goods by Format and Category: % Value 2023

Table 14 - Forecast Sales of Luxury Goods by Category: Value 2023-2028

Table 15 - Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

### 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/personal-luxury-in-romania/report](http://www.euromonitor.com/personal-luxury-in-romania/report).