

THINK RETAIL THINK VERDICT



Retailing in Romania 2008

**Developing retail market offers an
abundance of opportunities for
international retailers**

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About Verdict Research

Authorative analysis...

Verdict's analysts and consultants work closely with retailers, suppliers, consultancies, investment banks and property companies to identify the key issues, sector and company data and strategies driving the changing retail market.

Our research identifies how retailers can enhance product, store and brand performance as well as the factors that determine future retail success. Our specialist in-store auditing team continuously collects price and product data across locations, brands, fascias, ranges and retail sectors.

Rigorous research methodology...

Our in-house retail expertise and rigorous research methodology ensure our reports provide complete and accurate analysis of the major players, issues and trends together with a detailed examination of the strategic implications for the retail market.

For key players in the retail industry, our reports are the first source of information on sector forecasts, retailer performance, store and product portfolio developments and trading strategy.

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Over 20 years of experience...

Verdict Research is the UK's leading authority on retailing and publishes unrivalled independent analysis of the retail industry. With over 20 years' experience, Verdict has close relationships with major UK retailers and access, at the highest level, to key executives working in the top 300 retailers to hear their first hand views. Verdict reports provide clients with a complete picture of the retail sector and unique forecasts to help UK retailers, manufacturers, service suppliers, city analysts, consultants and the media with strategic planning.

A key source for independent analysis and comment...

Verdict Research is regarded as a key source by the BBC, ITV, Sky News and the UK's leading broadsheets including the FT, Times, The Independent and Daily Telegraph. Leading trade publications often refer to Verdict's opinion and research including Retail Week, Drapers, DIY Week, Cabinet Maker and The Grocer.

In addition Verdict regularly appears in the international media. News sources quoting Verdict analysts and data include CNN, the International Herald Tribune, The Australian, Los Angeles Times, and New York Times.



"Verdict are the company of choice for any research analysis and insight into retailing"

Sir Stuart Rose
Chief Executive of Marks & Spencer

Retailing in Romania 2008

Developing retail market offers an abundance of opportunities for international retailers

With 2008 first quarter GDP growth coming in at 8.2%, Romania is proving resilient against the global slowdown. The strong start to the year underlines that the momentum for economic growth is unlikely to slow dramatically in 2008, though Romania may still feel the effects of the international turmoil at a later stage in 2009. However, a slight economic slowdown will be primarily caused by problems in the global economy rather than any domestic issues.

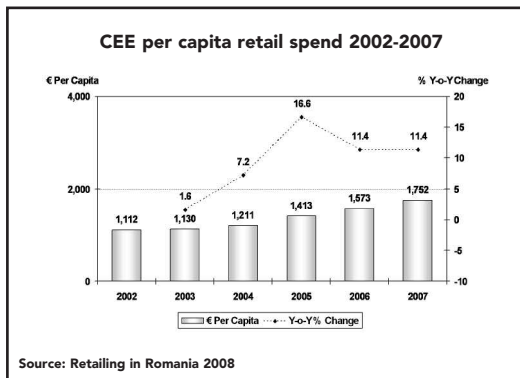
This new brief published by Verdict analyses the past 5 years of retail growth in Romania. This report provides insightful retailer profiles it includes comprehensive 10 year market datasets and 5 year forecasts for executives at all levels to understand the challenges and opportunities, and to help devise the strategies necessary to be a retail winner.

Key retailers discussed

Carrefour	Kenvolo	Ambient
Rewe	Mango	Bricostore
Real	New Yorker	Dedeman
Louis Delhaize	AAV Group	bauMax
Kaufland	Mobexpert	Altex
Jolidon	Elvila	Domo
House of Art	IKEA	Flanco
Steilmann	Praktiker	International

Assess the retail competitive landscape in Romania and create strategies to exploit future growth in the retail market with this new brief...

Over the past 5 years per capita retail spend across CEE has grown by 57.6% to €1,752 in 2007 from €1,112 in 2002...



"...slightly ahead of the pace of overall retail, as population figures in CEE declined over the same period. There is a sharp divide between EU15 countries and the newer member states and significant variation in this figure by country..."

- Quantify key retail trends and accurately predict future opportunities** based on this report's company analysis detailing market share of leading retailers, demographics, channels of distribution, store numbers, selling space provision, sales densities and average store size in 5 key retail sectors.
- Predict potential growth in the Romanian retail market and identify the challenges facing key Romanian retailers** with in-depth analysis of market drivers, key issues and market outlook using this report's growth forecasts for clothing and footwear, DIY, electricals, food and grocery and furniture in Romania.
- Develop more effective strategic responses** using this report's actionable recommendations for how retailers can cope with the changing Romanian retail market.
- Understand how difficult conditions, a tough retail climate and inflationary pressures is affecting retailers in Romania to try new solutions** and how this is affecting the competitive dynamics of retailing in the country.

This report answers key questions including...

- What are the key issues affecting the retail market in Romania?
- Who are the top players in the Romanian market and how quickly are they consolidating their position?
- Where are the growth opportunities in the Romanian market?
- Where are the major threats to Romanian retailers coming from?

Key Market Data

Market value and growth 2002-2007 for the retail sector in Romania.

Market value and growth for 5 retail sectors.

Trends by sector.

Economic background data.

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