



Romania Retail Snapshot

2024



CUSHMAN & WAKEFIELD

Echinox



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ROMANIA RETAIL MARKET PERFORMANCE

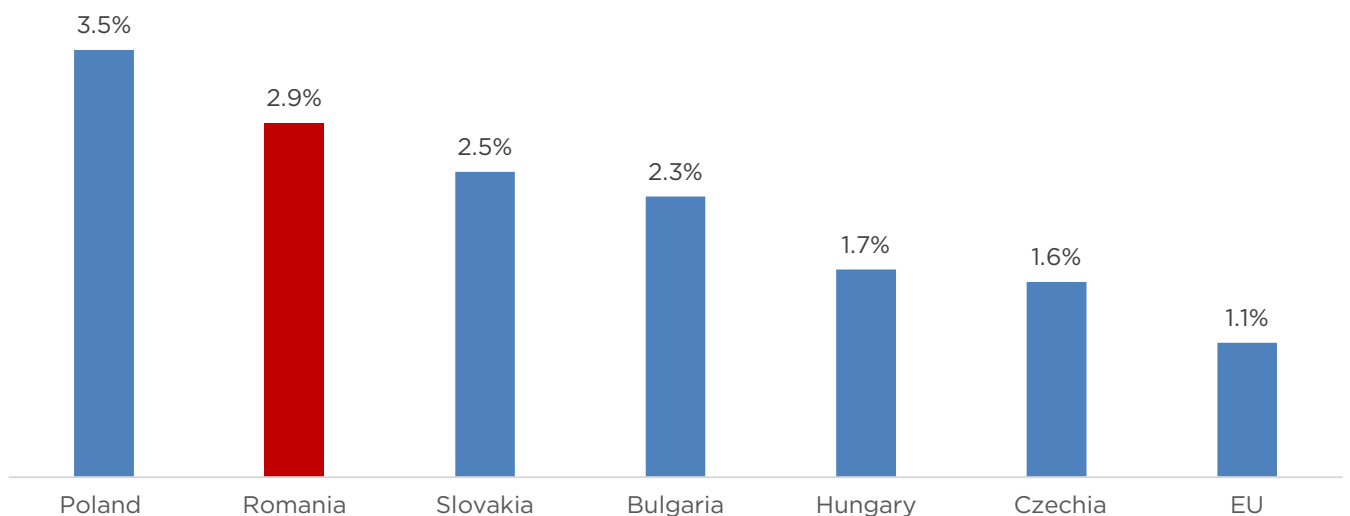
MACROECONOMICS

One of the highest economic growth in the EU in 2023 (2.1%); Second highest GDP growth in the CEE & SEE regions in the 2007 - 2023 period

<i>Population</i>	19.0 (2023)
<i>GDP</i>	€ 324.6 billion (2023)
<i>GDP growth</i>	2.1% (2023)
<i>Monetary Policy Rate</i>	7.0% (June 2024)
<i>Inflation rate</i>	5.1% (May 2024)
<i>Average net salary (€/ month) Romania</i>	1,049*
<i>Average net salary (€/ month) Bucharest</i>	1,350*
<i>Unemployment rate Romania</i>	3.1%*
<i>Unemployment rate Bucharest</i>	0.8%*

Source: National Institute of Statistics, National Commission for Prognosis
*April 2024

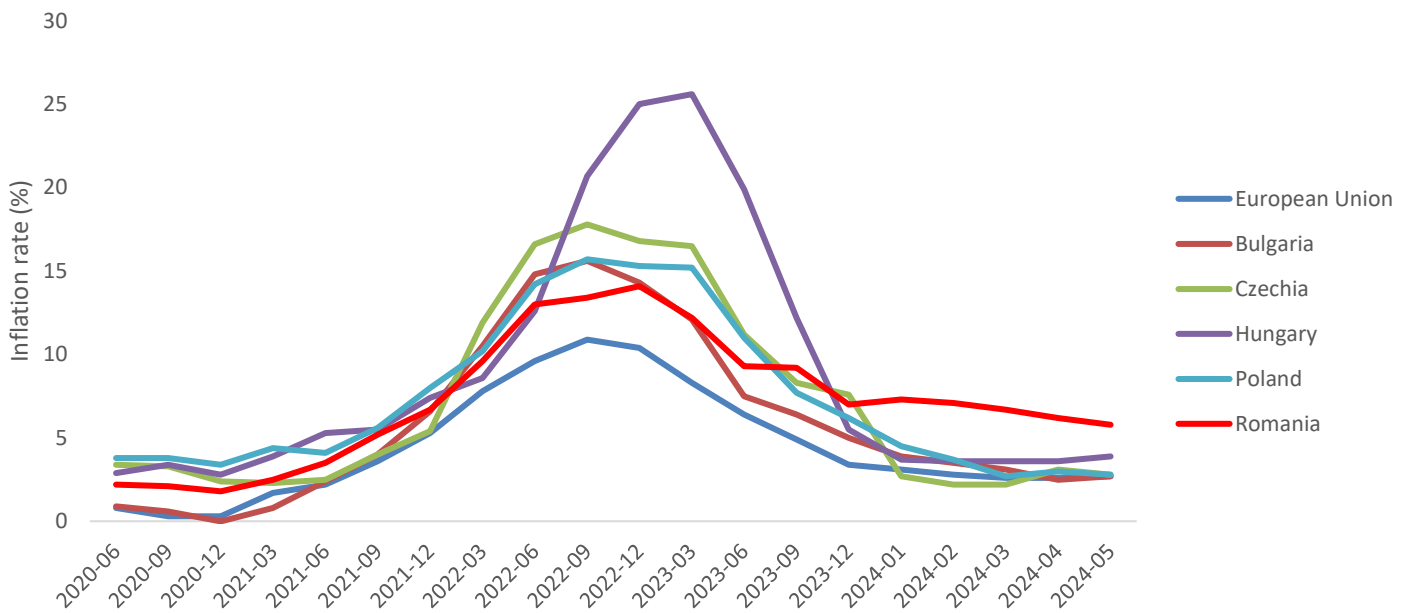
GDP CAGR 2007 - 2023



Source: Eurostat, Cushman & Wakefield Echinox Research

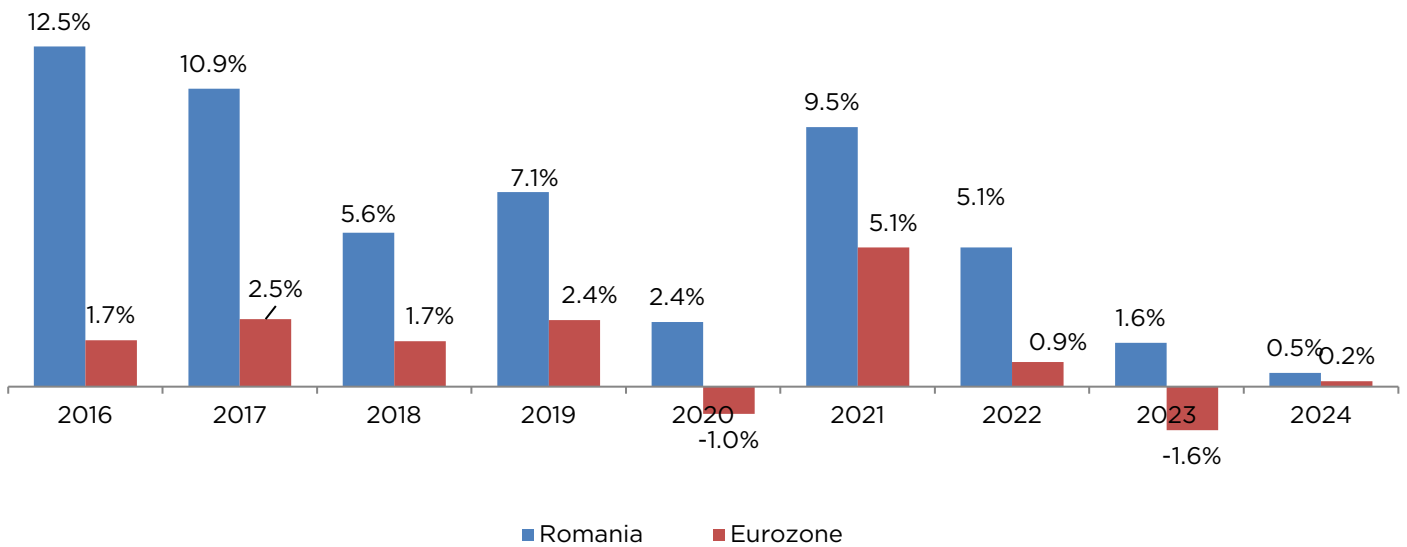
MACROECONOMICS

The impact of inflation varies by market



Source: EUROSTAT

Romania Vs. Euro Zone Retail Sales Volume Y/Y Growth



Source: Moody's Analytics, Eurostat

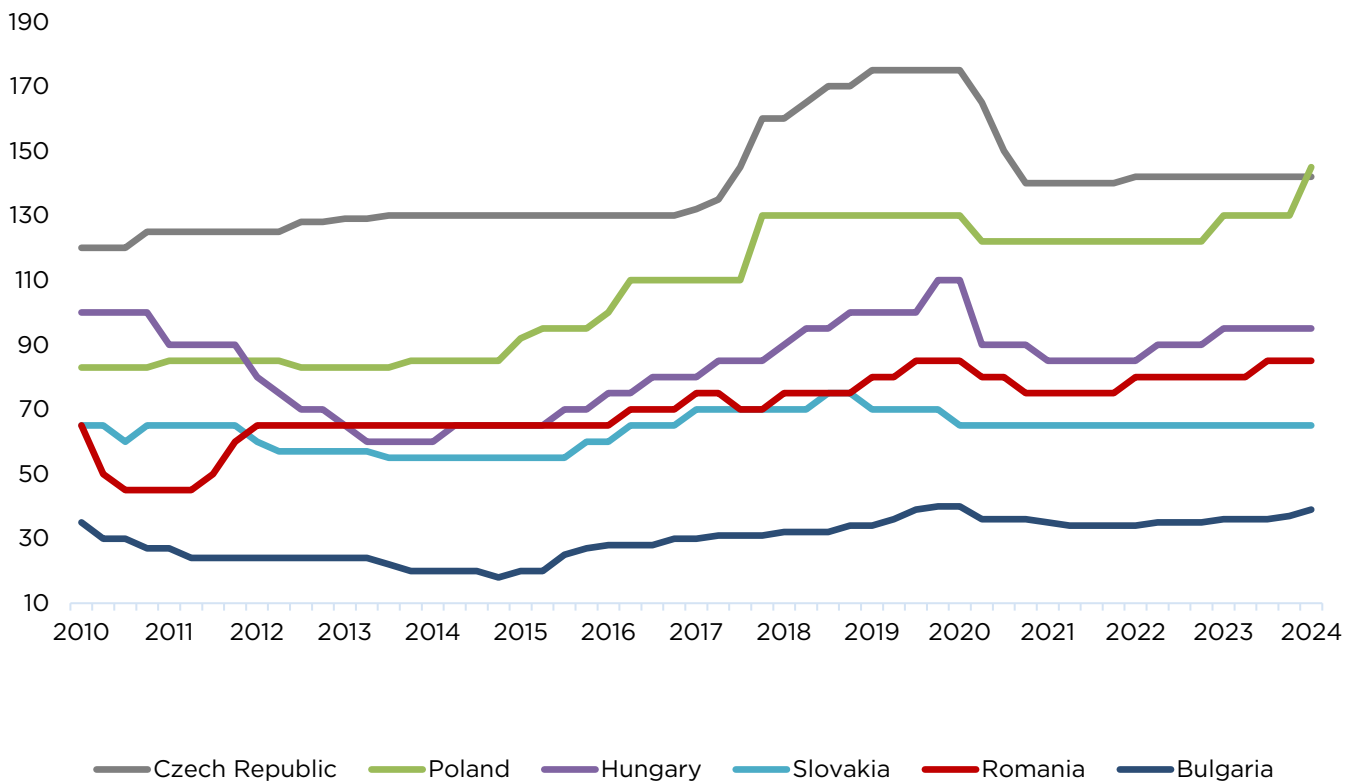
CEE RETAIL MARKET

Key indicators

Country	Stock (sq. m)	Prime rent (€/sq. m/month)	Density (sq. m / 1,000 inhabitants)
Romania	4,455,000	85	233
Hungary	3,009,000	95	307
Czechia	3,847,000	142	362
Poland	13,208,000	145	346

Source: Cushman & Wakefield Echinox Research

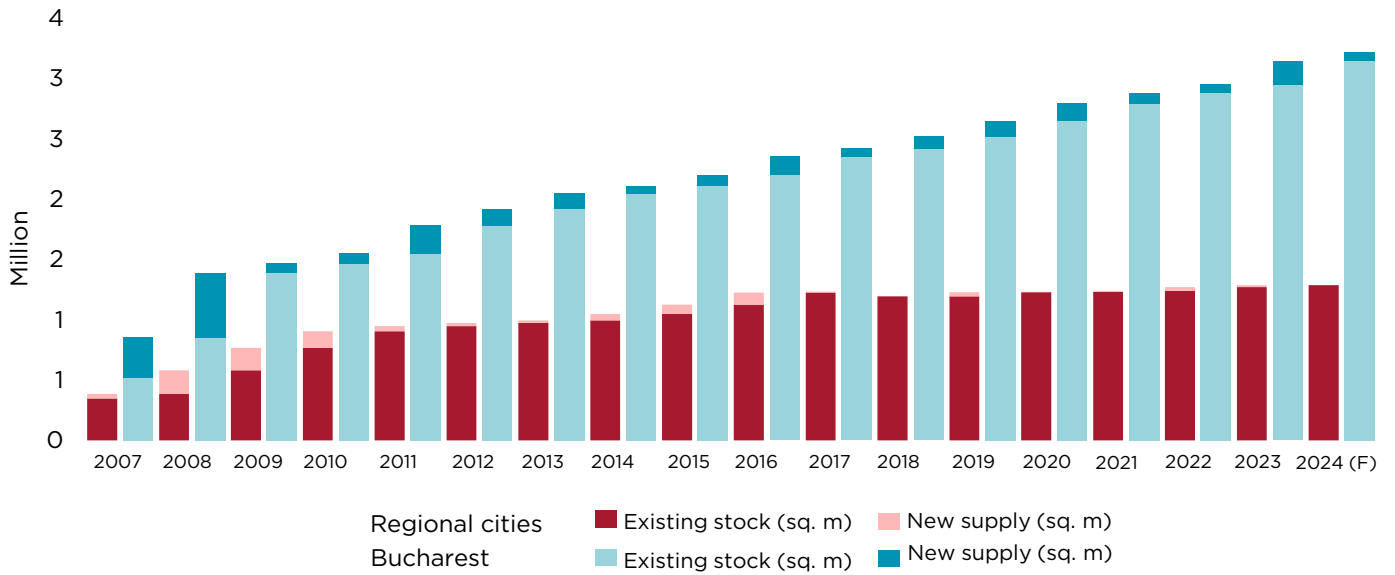
Prime Shopping Centre rents (€/sq. m/month)



Source: Cushman & Wakefield Echinox Research

ROMANIA RETAIL MARKET

Key figures H1 2024



4.45 mil. sq. m
Total Stock in Romania

1.32 mil. sq. m
Total Stock in Bucharest

€75 - 85 sq. m/month
Headline rent in Bucharest
for a space of 100 - 150 sq. m at the ground floor of a dominant shopping center

212,000 sq. m
New Supply 2023

€50 - 65 sq. m/month
Headline rent outside Bucharest

900,000 sq. m
Planned or Under Construction modern retail spaces

for a space of 100 - 150 sq. m at the ground floor of a dominant shopping center

ROMANIA RETAIL MARKET PERFORMANCE

12 SEGMENTS

Analyzed operators: **116**

Total revenue 2023 (mil. €): **35,981**

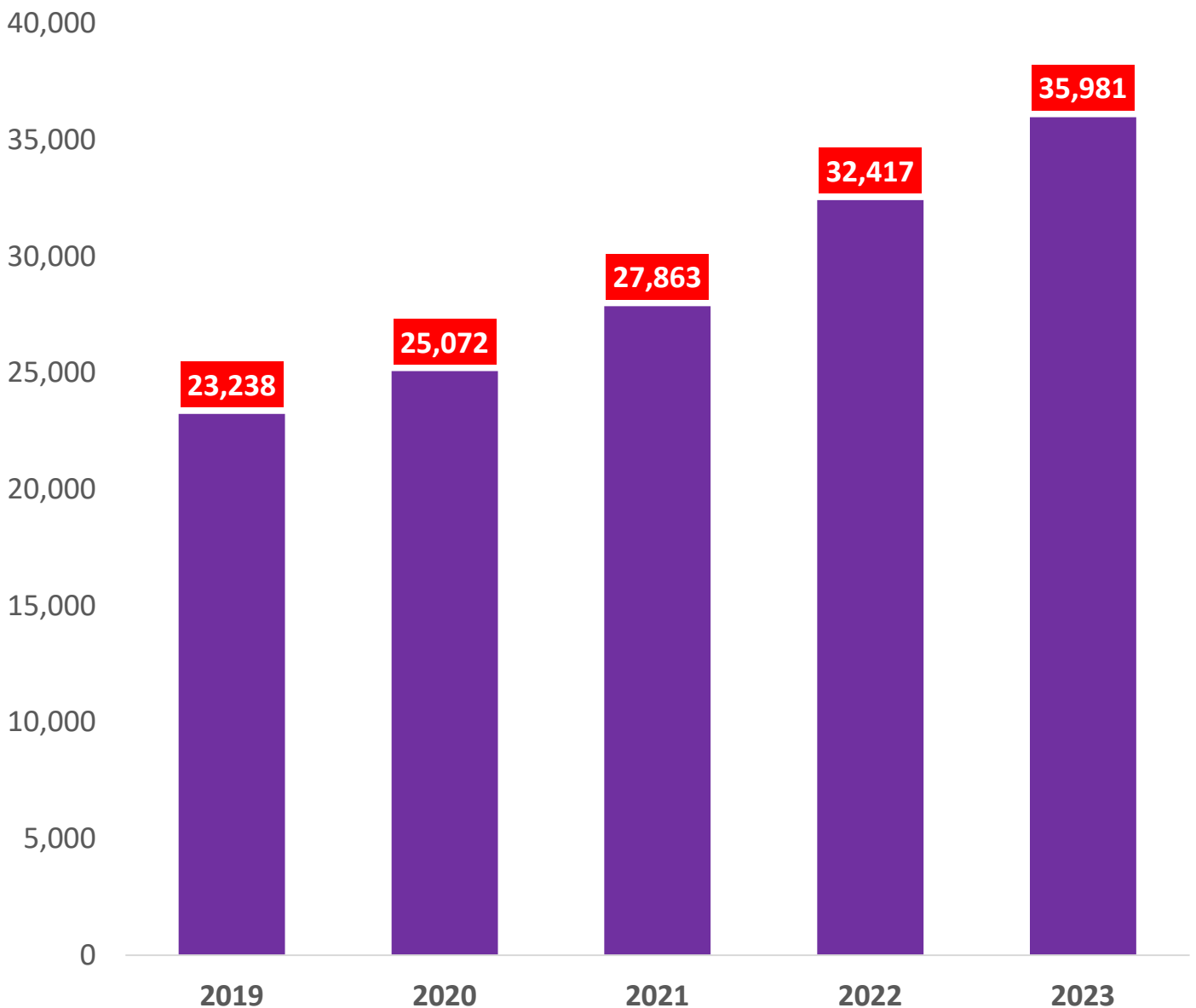
Growth 2023 vs 2022: **11.0%**

Annual inflation rate 2023: **10.4%**

CAGR revenue 2019 - 2023: **11.5%**

CAGR inflation 2019 - 2023: **7.9%**

OVERALL TURNOVER EVOLUTION (MIL €)



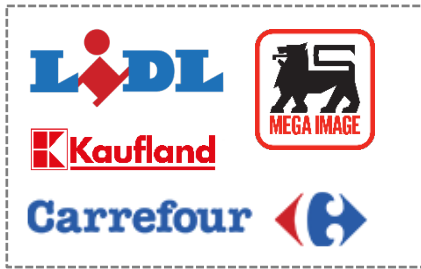
SEGMENT

FOOD STORES

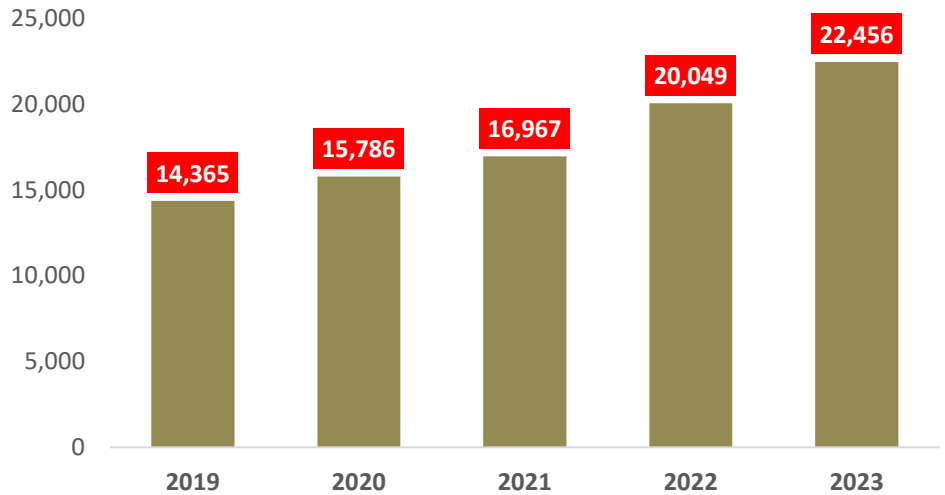
Analyzed operators: 10

Growth 2023 vs 2022: 12.0%

CAGR 2019 - 2023: 11.8%



TURNOVER EVOLUTION (MIL €)



FASHION

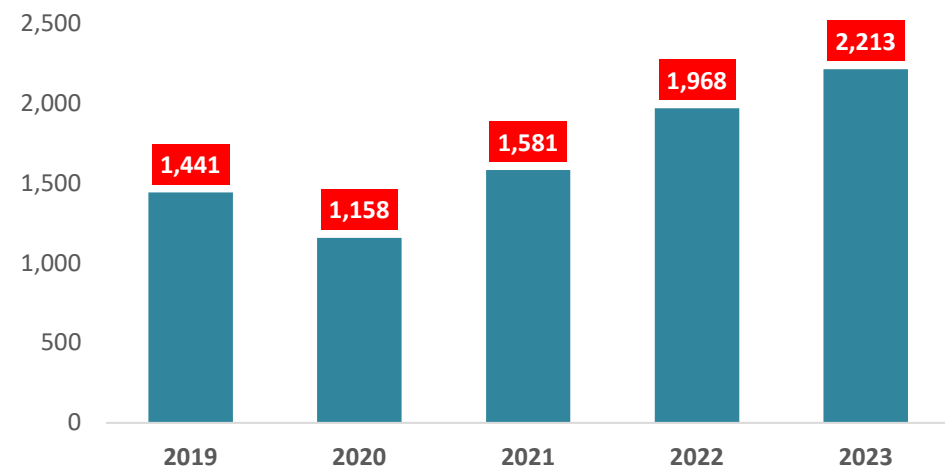
Analyzed operators: 38

Growth 2023 vs 2022: 12.4%

CAGR 2019 - 2023: 11.3%



TURNOVER EVOLUTION (MIL €)

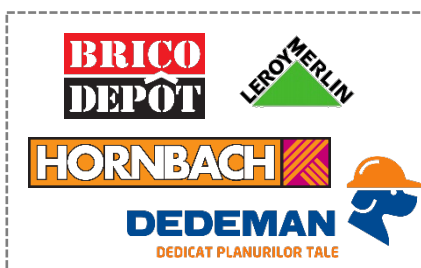


DIY

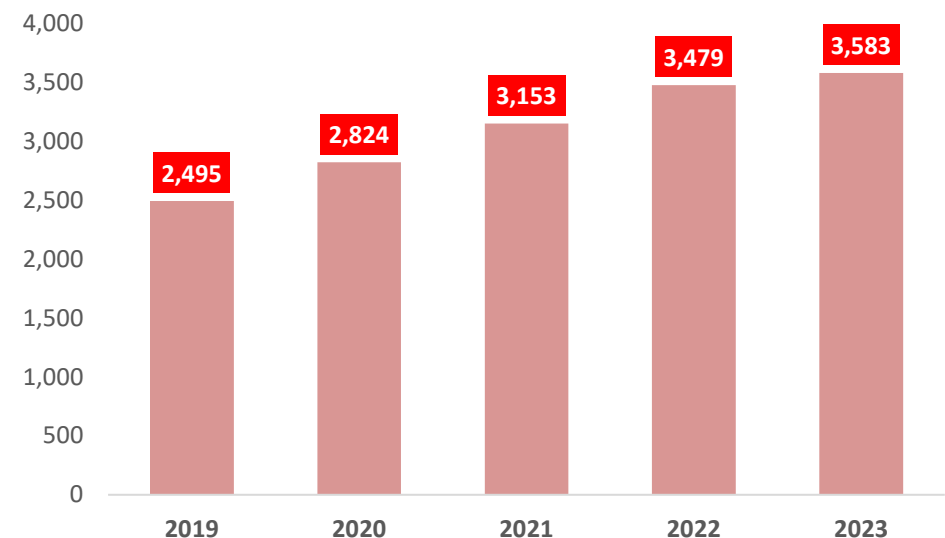
Analyzed operators: 4

Growth 2023 vs 2022: 3.0%

CAGR 2019 - 2023: 9.5%



TURNOVER EVOLUTION (MIL €)



SEGMENT

SPORTS

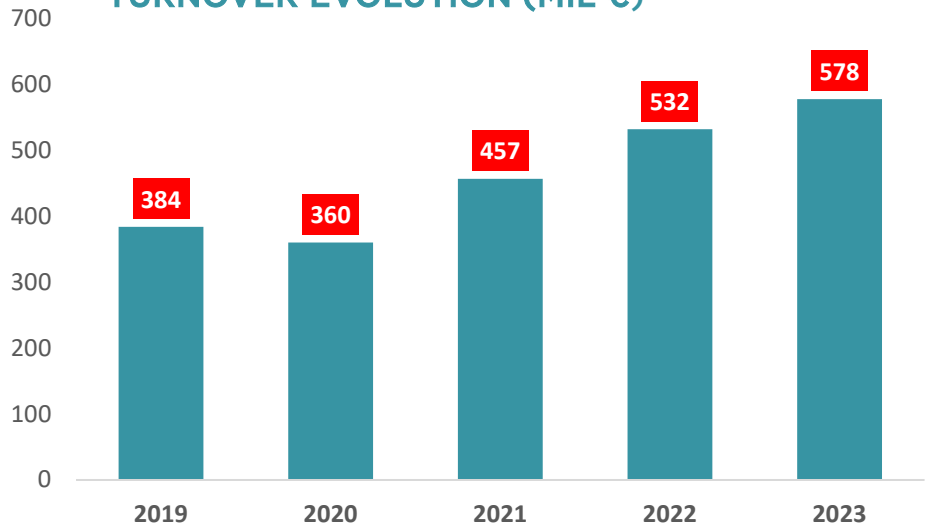
Analyzed operators: 6

Growth 2023 vs 2022: 8.6%

CAGR 2019 - 2023: 10.8%



TURNOVER EVOLUTION (MIL €)



FOOTWEAR

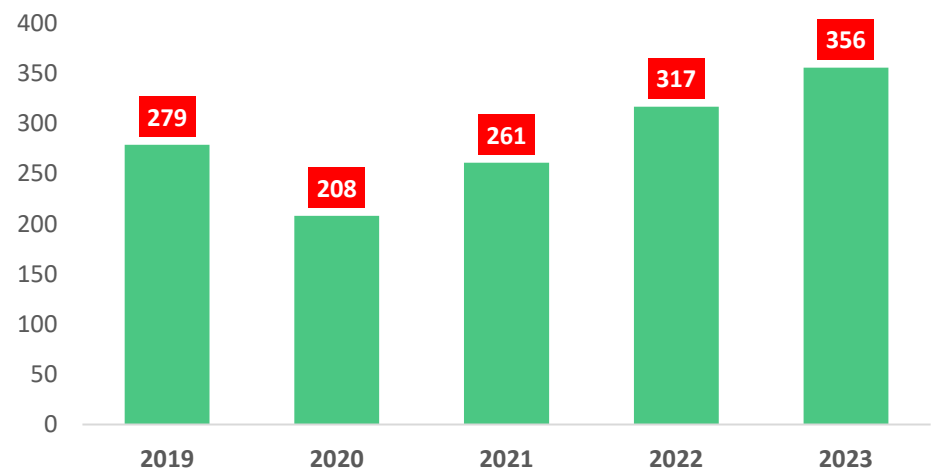
Analyzed operators: 10

Growth 2023 vs 2022: 12.3%

CAGR 2019 - 2023: 6.3%



TURNOVER EVOLUTION (MIL €)



KIDS & TOYS

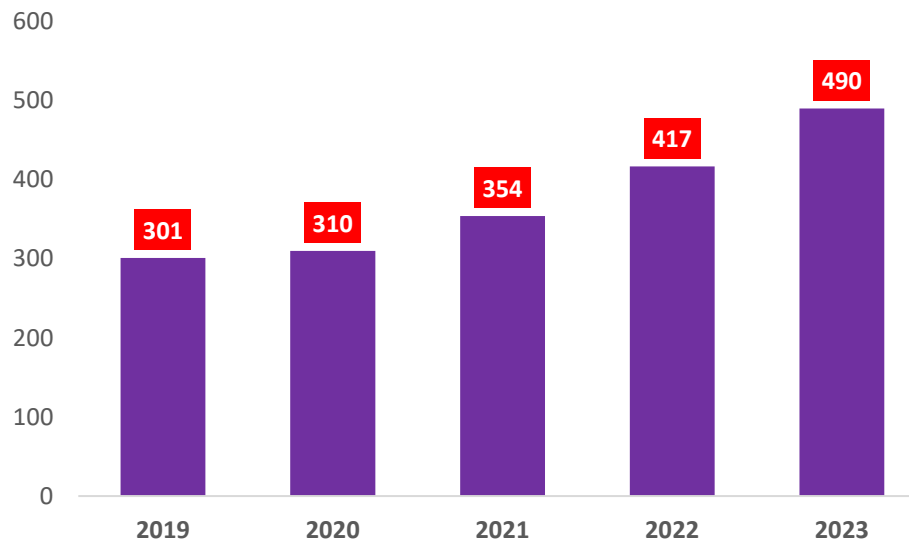
Analyzed operators: 7

Growth 2023 vs 2022: 17.5%

CAGR 2019 - 2023: 13.0%



TURNOVER EVOLUTION (MIL €)



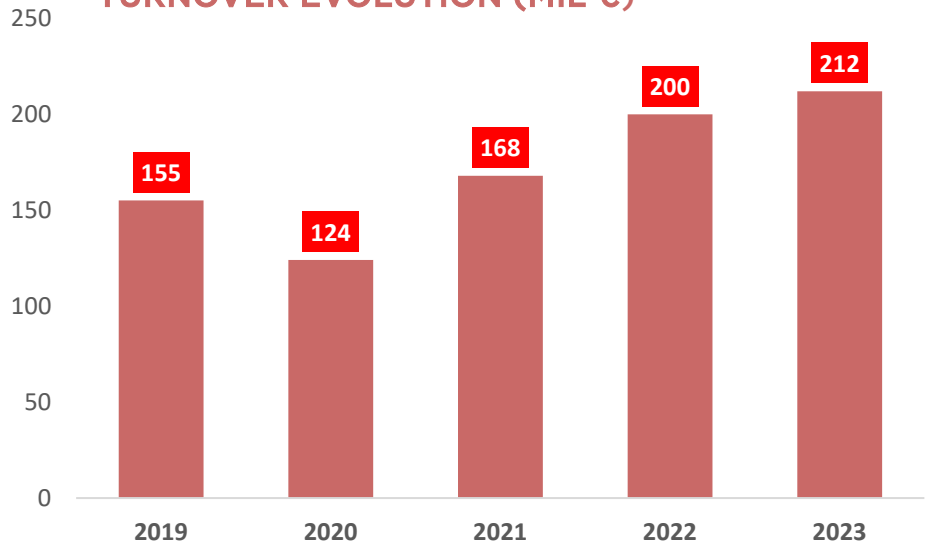
SEGMENT

JEWELRY

Analyzed operators: 5
 Growth 2023 vs 2022: 6.0%
 CAGR 2019 - 2023: 8.1%



TURNOVER EVOLUTION (MIL €)

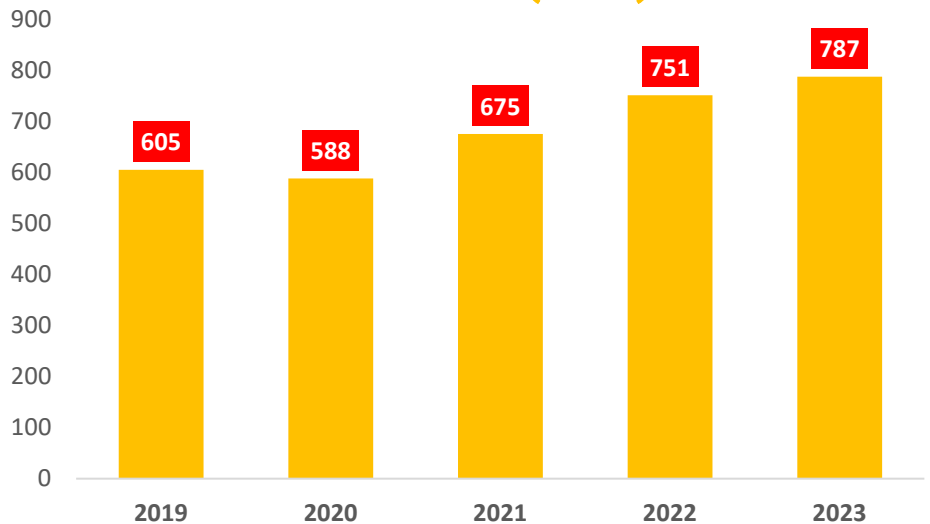


HOME & DECO

Analyzed operators: 6
 Growth 2023 vs 2022: 4.8%
 CAGR 2019 - 2023: 6.8%



TURNOVER EVOLUTION (MIL €)

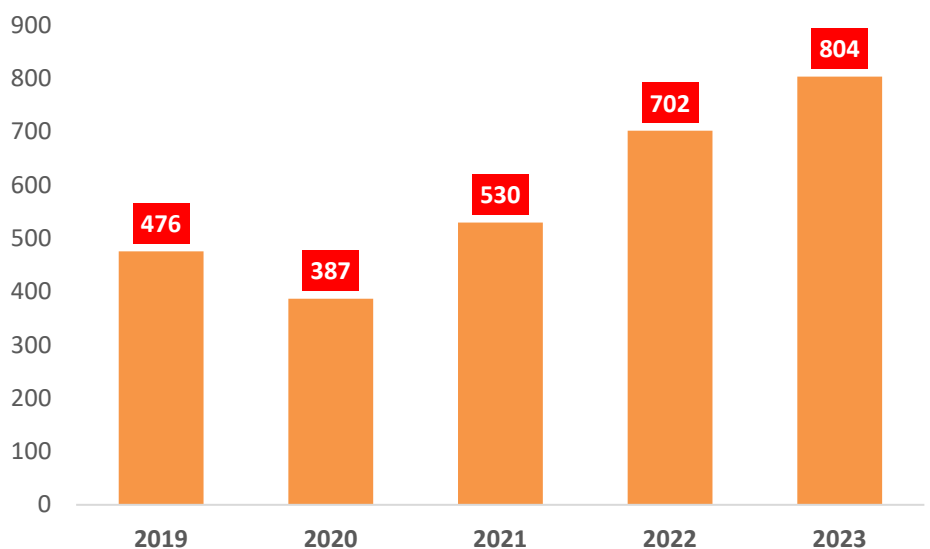


FOOD & BEVERAGE

Analyzed operators: 11
 Growth 2023 vs 2022: 14.5%
 CAGR 2019 - 2023: 14.0%



TURNOVER EVOLUTION (MIL €)



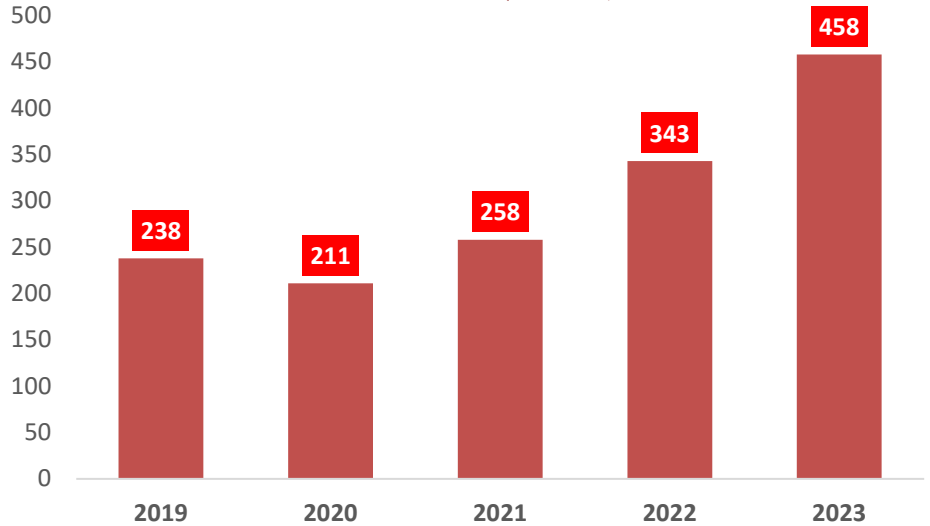
SEGMENT

COSMETICS

Analyzed operators: **8**
 Growth 2023 vs 2022: **33.5%**
 CAGR 2019 - 2023: **17.8%**



TURNOVER EVOLUTION (MIL €)

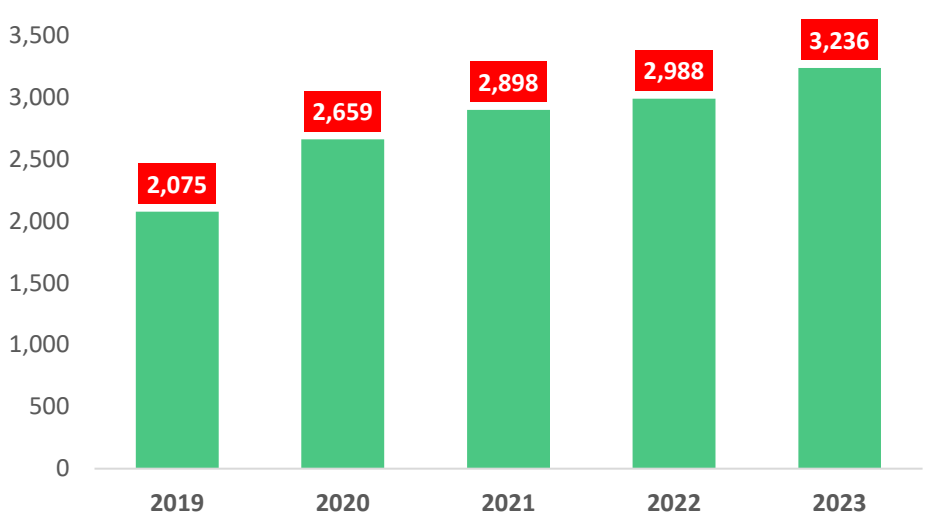


ELECTRO-IT

Analyzed operators: **3**
 Growth 2023 vs 2022: **8.3%**
 CAGR 2019 - 2023: **11.8%**



TURNOVER EVOLUTION (MIL €)

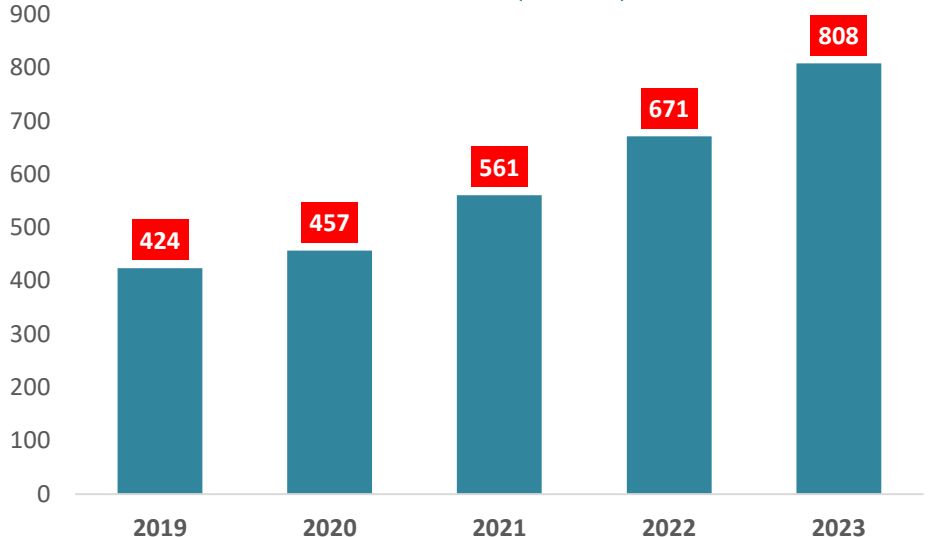


SPECIALIZED STORES

Analyzed operators: **8**
 Growth 2023 vs 2022: **20.4%**
 CAGR 2019 - 2023: **17.5%**



TURNOVER EVOLUTION (MIL €)



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