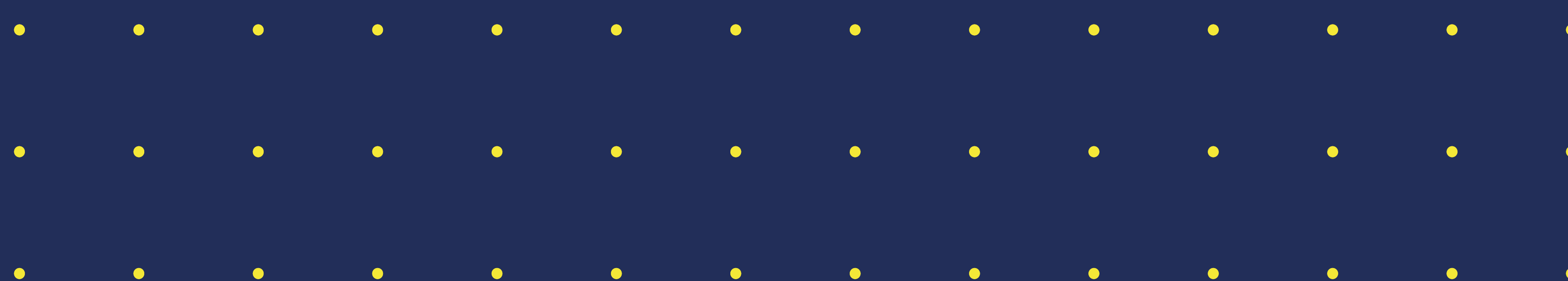


PMR MARKET
EXPERTS

DIY RETAIL IN ROMANIA 2025

MARKET ANALYSIS AND DEVELOPMENT
FORECASTS FOR 2025-2030



Main objective

To provide a comprehensive overview of the renovation and building products retail market in Romania and present forecasts for its development..

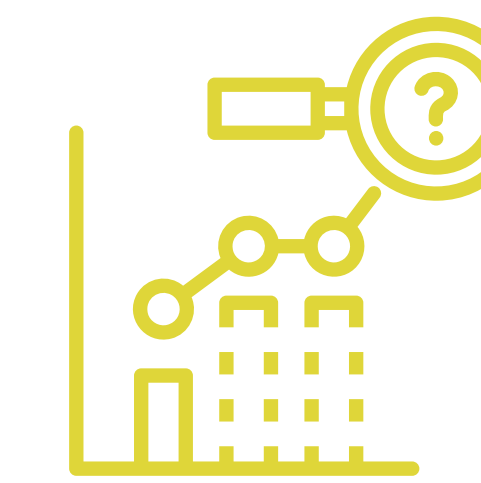
Additional objectives

- to present forecasts for the development of the DIY retail market in Romania up to 2030
- to analyse key macroeconomic, housing, financial, demographic and geopolitical factors influencing the DIY retail sector
- to present the value, growth dynamics, and potential development scenarios of the Romanian DIY market
- to present and compare the financial results, sales, and market shares of the leading DIY retailers in Romania
- to analyse the geographic structure of DIY retail chains, including the number and location of stores by county and large cities



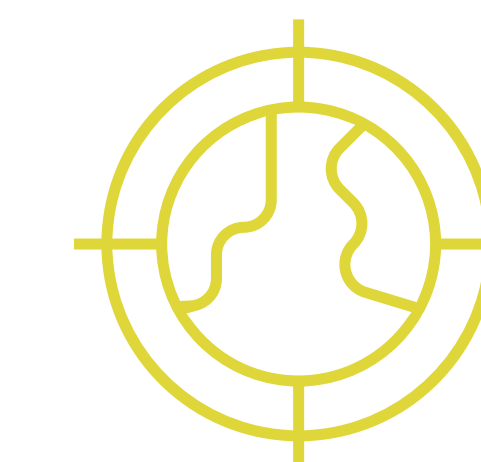
Time span

2021-2024



Forecast horizon

2025-2030



Geographic coverage

Poland

What is included in the report?

- market value of the DIY retail sector in Romania in 2021-2024
- forecasts for the market development in 2025–2030
- macroeconomic, demographic, financial, housing, and geopolitical factors influencing the market
- residential construction indicators (building permits, dwellings completed, living floor area, housing and consumer loans, real estate transactions)
- analysis of inflation, wages, disposable income, and consumption trends relevant for DIY retail
- value and growth dynamics of the Romanian DIY market
- ranking of major players in the DIY market, including financial results and market shares
- analysis of store networks of leading DIY retailers (store count, locations by county and cities, average sales area, and sales per store)





Scope

In the report, DIY products are defined as products used in renovation, finishing, construction, and decoration works. The end users include private individuals, institutions, and businesses.

The market is examined from the perspective of intermediaries (direct selling by manufacturers or importers is excluded), such as:

- typical DIY stores,
- builders' merchants,
- speciality stores,
- the online channel,
- other outlets where DIY products are sold on a regular basis but only as complementary goods.

Subject matter

- market value
- forecasts for the entire market (baseline + alternative development scenarios)

Forecasts for additional indicators included in the report

Long-term development forecasts were prepared using econometric models and historical time series.

The forecasts cover the period 2025-2030.

In addition to forecasts for the value and dynamics of the DIY retail market in Romania, the final forecast presented in the report was based on 35 variables describing the Romanian economy and impacting the situation in the DIY retail market, including:

- CPI inflation, price index for DIY products in Romania,
- private consumption in Romania,
- household disposable income in Romania,
- average monthly gross wage in Romania,
- unemployment rate (LFS) in Romania,
- economically active population in Romania,
- number of residents in Romania,
- GDP, GDP per capita,
- value of residential output in Romania,
- reference interest rate.

The accuracy of the forecasts by PMR Market Experts published in the reports is high – the typical error rate (MAPE) is usually below 3%.



10 reasons to invest in this report „DIY retail in Romania 2025“

1 Comprehensive overview of the DIY market in Romania
Market value in 2021-2024, development scenarios up to 2030, including optimistic and pessimistic forecasts.

2 Accurate macroeconomic and sector forecasts
Econometric models covering GDP per capita, overall CPI and DIY-specific inflation, wages, household disposable income and private consumption.

3 Benchmarking of key players
Comparative data on leading market players, including ranking of the top five DIY chains.

4 Assessment of the impact of residential construction
Data on building permits, dwellings completed, living floor area, and the value of the residential market.

5 Support for entry and expansion strategies
Identification of regions with the highest growth potential, including urban vs. rural analysis to guide location choices.

6 Detailed mapping of retail networks
Number of stores of the largest DIY chains, their locations by county and major cities and sales per store.

7 Full competitive landscape analysis
Financial and sales results of the largest DIY chains in Romania, their market shares and growth dynamics between 2018-2025.

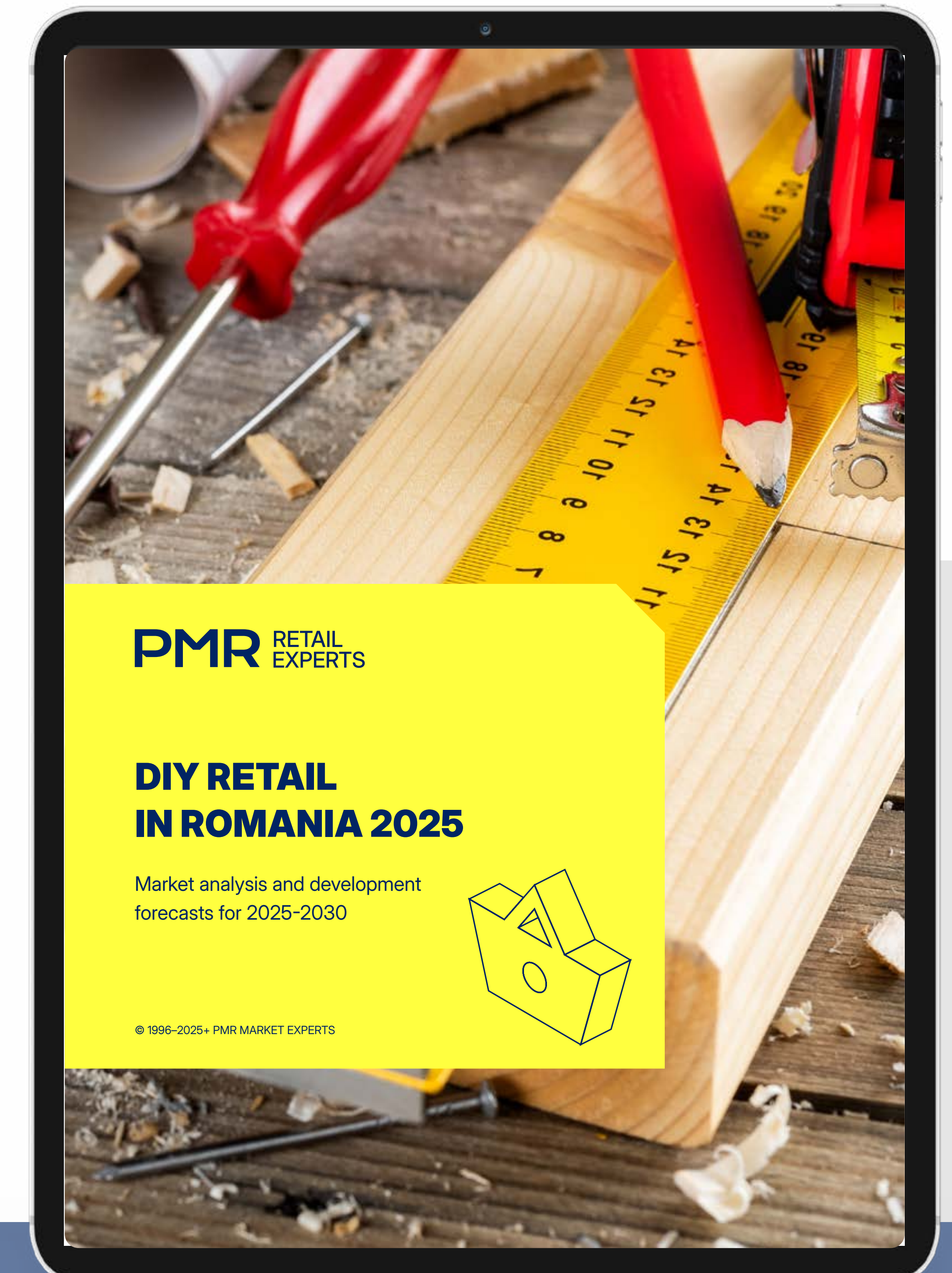
8 Understanding market barriers and opportunities
Analysis of geopolitical factors, financing costs, mortgage and consumer loans, plus demographic trends shaping household budgets and DIY market stability.

9 Additional materials – source data in an Excel spreadsheet
Enable independent data aggregation, analysis and in-house model development.

10 Proprietary survey and experience
Combined data sources (primary, secondary), 20+ years of expertise in the market, methodology based on dozens of variables.

What questions does the report provide answers to?

- What is the current value and growth rate of the DIY retail market in Romania?
- How will the Romanian DIY market develop between 2025 and 2030 under different scenarios?
- Which macroeconomic and demographic factors have the strongest impact on DIY sales?
- How do housing market trends (building permits, completed dwellings) affect DIY demand?
- What is the size and structure of the leading DIY retailers' store networks by region and city?
- Who are the top DIY market players, and what are their financial results and market shares?
- How is inflation, disposable income, and consumer credit influencing DIY purchasing power?
- What are the key risks and opportunities in the DIY market, including geopolitical factors?
- Which regions offer the greatest potential for market entry or expansion?
- What exclusive forecasts and data are available that are not found in public sources?



DATASET – together with the report, we provide the most important data in an Excel spreadsheet for individual aggregation.

PMR Market Experts is a brand of market reports prepared by Hume's Institute

At PMR Market Experts, we have been preparing cyclical industry reports for over 20 years. Our core specialisations:

- Digital & ICT
- Retail
- Pharma & Healthcare
- Construction

Our reports are more than just a compilation of facts – they are reliable knowledge based on proven methodology. We combine primary and secondary data, proprietary algorithms and econometric models to provide precise information about the market, its values, growth rates, segments and key players.

We are part of Hume's Institute – a 360° research agency specialising in quantitative and qualitative research, forecasting and market predictions.

PMR Market Experts' **data analysis and verification expertise, unique insights and proven forecasts** provided by Hume's Institute give real insight and advantage to our Clients.

More than 600 clients worldwide have already benefited from our services. **We have analysed more than 5,000 brands, operating in over 50 markets.** We are trusted by major companies – we work with 70% of the prestigious Fortune 500 brands.

20+

years of experience

600+

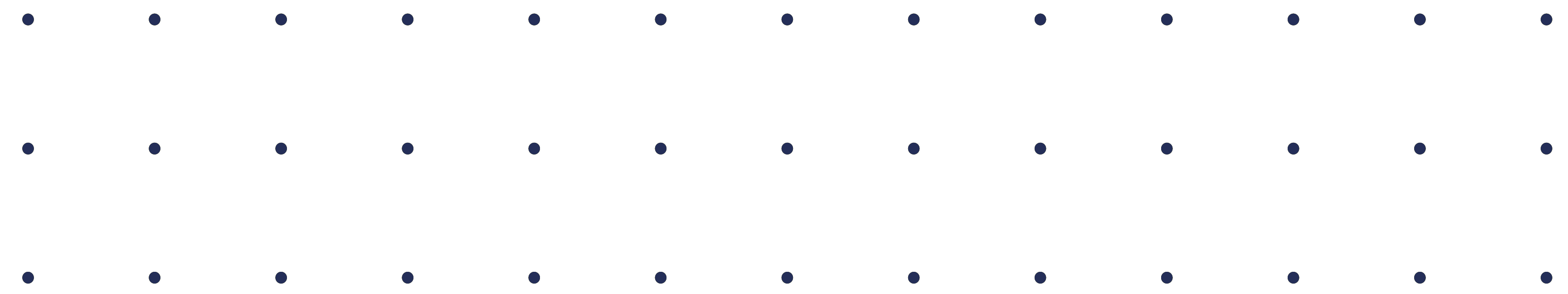
global clients

5 000+

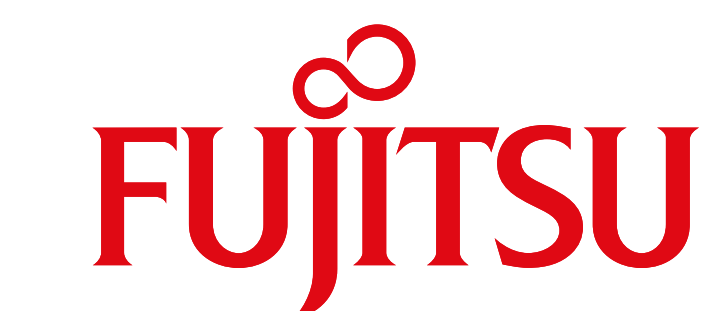
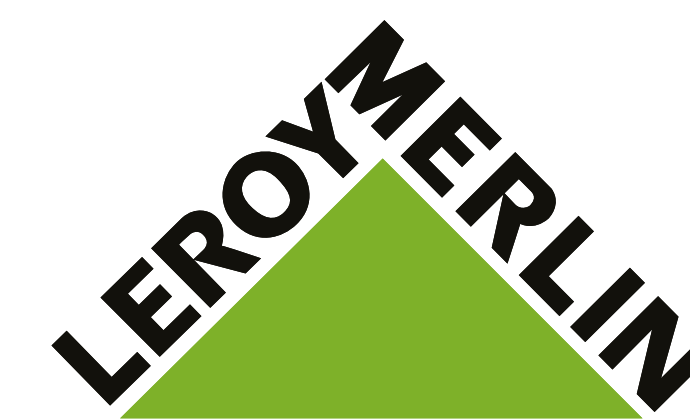
tested brands

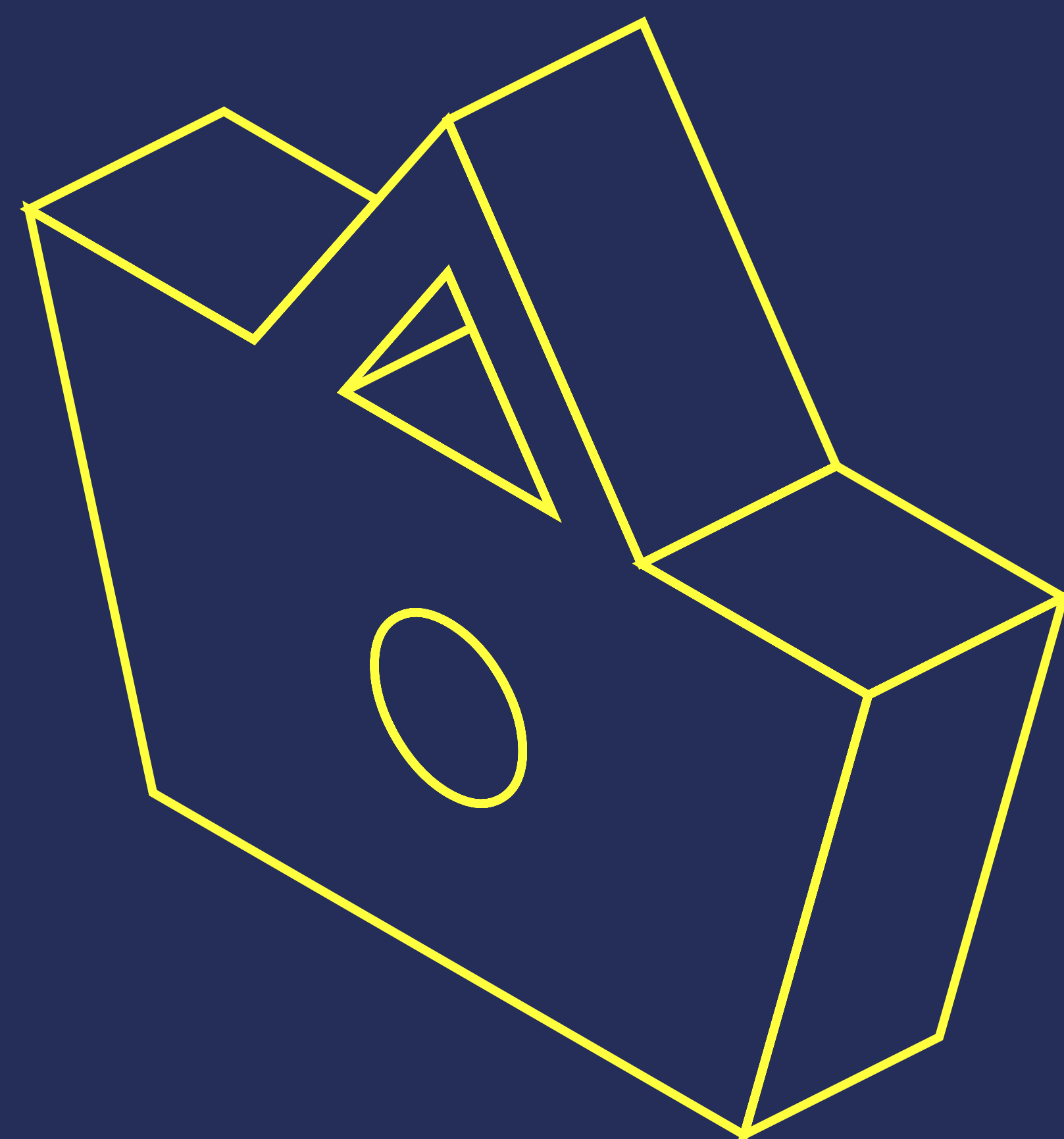
50+

analyzed countries



Our clients





RETAIL

MARKET ANALYSIS AND 5-YEAR DEVELOPMENT FORECASTS

- Retail market of **home appliances, electronics and digital media** in Poland
 - **Food to Go** retail market in Poland
 - **Cosmetics** retail market in Poland
 - **DIY** retail in Poland
 - **Home furnishings** retail market in Poland
 - **HoReCa** market in Poland (additional data update: March, September, December)
 - **Grocery** retail market in Poland
 - **Clothing and footwear** retail market in Poland
 - **Sports goods** retail market in Poland
 - **Children's products** retail market in Poland
 - **Online retail market** in Poland (additional data update: March)
 - **Diet catering** market in Poland
- **Retail** in Poland
 - **Pet care and products** market in Poland
 - **HoReCa supply** market in Poland
 - **Non-food discounters** market in Poland
 - **Diet catering** market in the Czech Republic
 - **Clothing and footwear** retail market in the Czech Republic
 - Weekly: **PMR Retail Insight** (Poland, Hungary, Romania, Slovakia, Czech Republic)

**NEW
REPORTS**



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