

The retail market in Romania

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This paper presents the retail market in Romania, using statistical data offered by national and European institutes, comparison of data and field research. We try to show who are the retailers in the market, the tendencies, some strategies used by them and the dynamics of these economic agents. In this industry, we assist to an evolution from traditional trade to a modern one, dominated by supermarkets and hypermarkets. The market includes also Cash & Carry and discount stores. Consumer behavior led to the increasing of the modern retail, because the attitudes changed a lot in the last decade. Some of the main operators in the market are Metro and Selgros in the field of Cash & Carry stores. In the field of discounters, we can mention Penny Market and Plus, and the greatest hypermarkets we can mention are Carrefour, Real, Kaufland and Cora.

Keywords: retail, market, cash & carry, discount store, hypermarket, supermarket