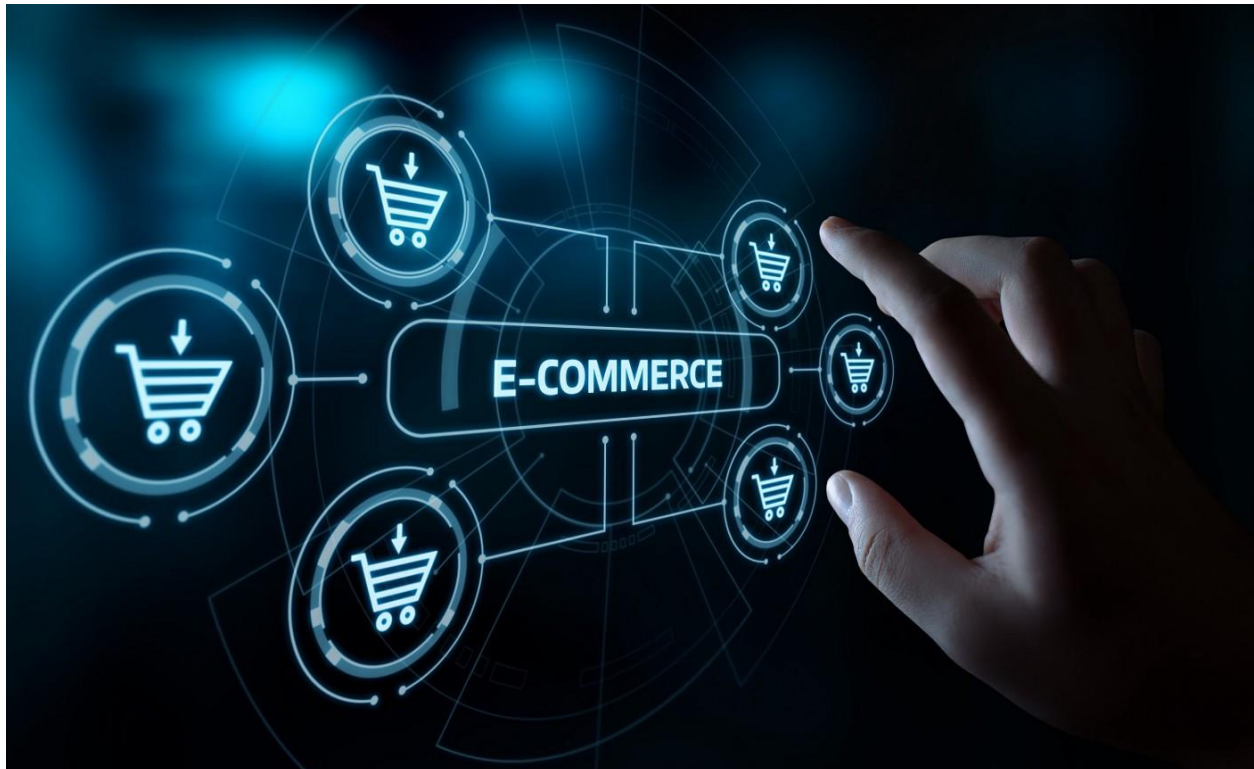




THE ECOMMERCE MARKET IN ROMANIA



Agence wallonne à l'Exportation et aux Investissements étrangers

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Romania is a Southeastern European country and the largest in the Balkans. Its main export partners are Germany, Italy and France, while its main import partners are Germany, Italy and Hungary. Romania is the seventh most populous member of the European Union. Its capital, Bucharest, is the sixth largest city in the EU.

COUNTRY STATISTICS	Romania
Population	19.29 million
Internet users (% of population)	78.5 (2020)
Online sales	6.2 billion euros (2021)
Online stores worth mentioning:	eMAG.ro, Olx.ro, Compari.ro

Romania is second-largest digital commerce market in CEE

Romania's digital commerce market stood at EUR 9.8 bln in 2021, making it the second largest market in CEE, after Poland (EUR 26.7 bln) but before Czechia (EUR 9.1 bln). The achievement takes place in a wider context of digital development in Europe and within Romania itself, according to a new McKinsey & Company report titled "Digital Challengers on the Next Frontier."

The region's digital economy totaled an estimated EUR 124 bln in 2021, with digital commerce representing around EUR 68 bln of the sum. The ten CEE countries, Romania among them, could reach a digital economy worth EUR 330 bln by 2030, with digital commerce being the main driver of growth.

Romania's own digital economy was estimated at EUR 14.8 bln in 2021, or 6% of GDP, in the same report. The value is shared between digital commerce (EUR 9.8 bln), expenditures on ICT (EUR 3.5 bln), and offline spending on digital products like PCs or smartphones (EUR 1.6

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bln). McKinsey analysts reckon that the sector could be worth EUR 52 bln (9.6% of GDP) by 2030.

ICT showed promise in Romania, growing at around 8% annually between 2017 and 2021. However, investments in this sector are still low when compared to countries such as Poland or Czechia. As Romania's ICT infrastructure develops, it may become an important driver of growth.

Digital commerce, however, is the clear driver of Romania's digital economy, representing 66% of it. The segment grew by 17% annually, almost doubling in value between 2017 and 2021. The share of SMEs selling online more than doubled as well, from 7% to 17% in the same period. The spectacular growth transformed Romania into the second largest digital commerce market in the CEE, not to mention the third-largest digital economy.

There is, however, still room to grow. The average expenditure on digital commerce per capita and the digital commerce penetration rate in Romania are some of the lowest in the region. Romania's digital commerce per capita was around EUR 506 in 2021, lower than the ones in Czechia (EUR 849), Slovenia (EUR 866), or Lithuania (EUR 1,064). Digital represents just 14% of the total retail segment in Romania, the rest being offline commerce. With 14% penetration, Romania has one of the lowest rates of digital commerce relative to total retail in the CEE.

The use of innovations delivering ultra-convenience (payments, omnichannel, fast delivery and returns, and data-driven individualization) could help Romania double its digital commerce market size.

The report shows that the most significant categories for digital commerce in Romania are home goods and electronics (39% share of digital commerce), transportation services (31%), and apparel (14%). However, during the pandemic years, the fastest category growth was seen in groceries, which grew from EUR 123 mln (2% share of digital commerce) in 2019 to EUR 389 mln in 2021 (4% share of digital commerce).

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Ecommerce customers in Romania

In 2020, Romania had 15.35 million internet users which translates to over 78 percent of the population. According to DataReportal, 78 percent of Romanians visited websites of stores and 70 percent made purchases online at least once during 2020. Although most Romanians use a mobile phone to access the internet (87 percent), over half of online orders are still done via laptop (54 percent).

According to the E-commerce Europe Report 2022, 48 percent of Romanians shopped online at least once in the last three months. As much as 95 percent of orders are made with national sellers. Although a study by GPeC reports that almost a third of Romanians prefer to buy from Chinese stores (27 percent) or other EU member states (23 percent). This is also why AliExpress ranks high in the top online stores in Romania.

Top product categories in Romania by revenue share (2021):

- Fashion (40%)
- Electronics and media (26%)
- Food and Personal Care (14%)
- Toys, Hobby and DIY (12%)
- Furniture and Appliances (9%)

The most popular product categories in Romanian ecommerce are fashion and electronics and media. Fashion accounts for the majority of online retail's revenue with 40 percent, later followed by electronics with 26 percent.

The ecommerce market in Romania

Romania's ecommerce market generated 3.2 billion dollars of revenue in 2021. That year, online retail increased 11 percent year-on-year to a market volume of 6.2 billion euros,

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the European E-commerce Report 2022 says. According to Statista, the market is expected to grow with a compound annual growth rate of 16 percent between 2022 and 2025.

Leading online stores in Romania

The biggest online store in Romania is eMAG.ro, which expanded into Poland in January 2015. Other big online stores in Romania are olx.ro and compari.ro.

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