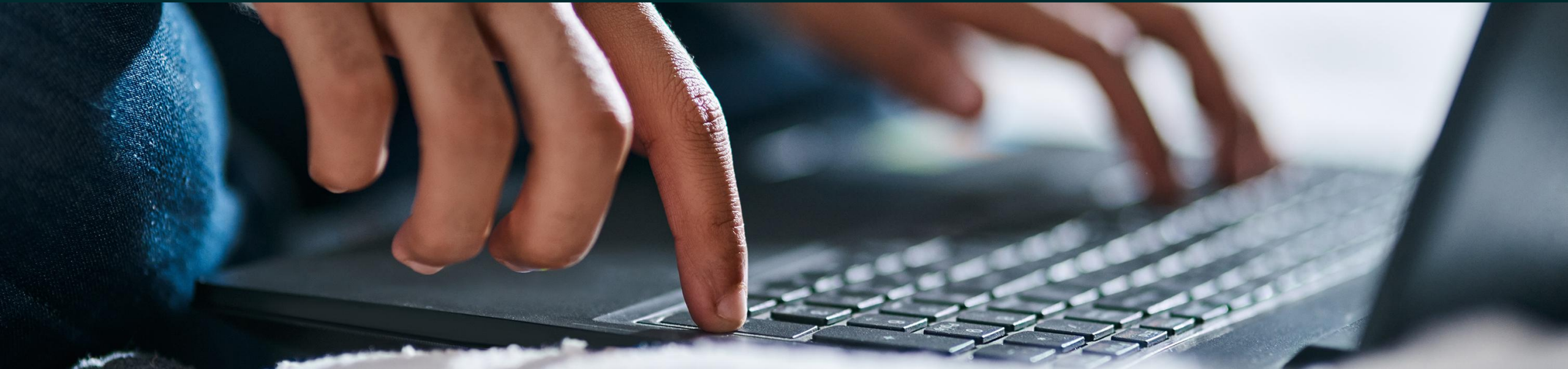


July 2026

CBRE

Romania E-Commerce Market

Intelligent Investment



Strong E-commerce Share Evolution

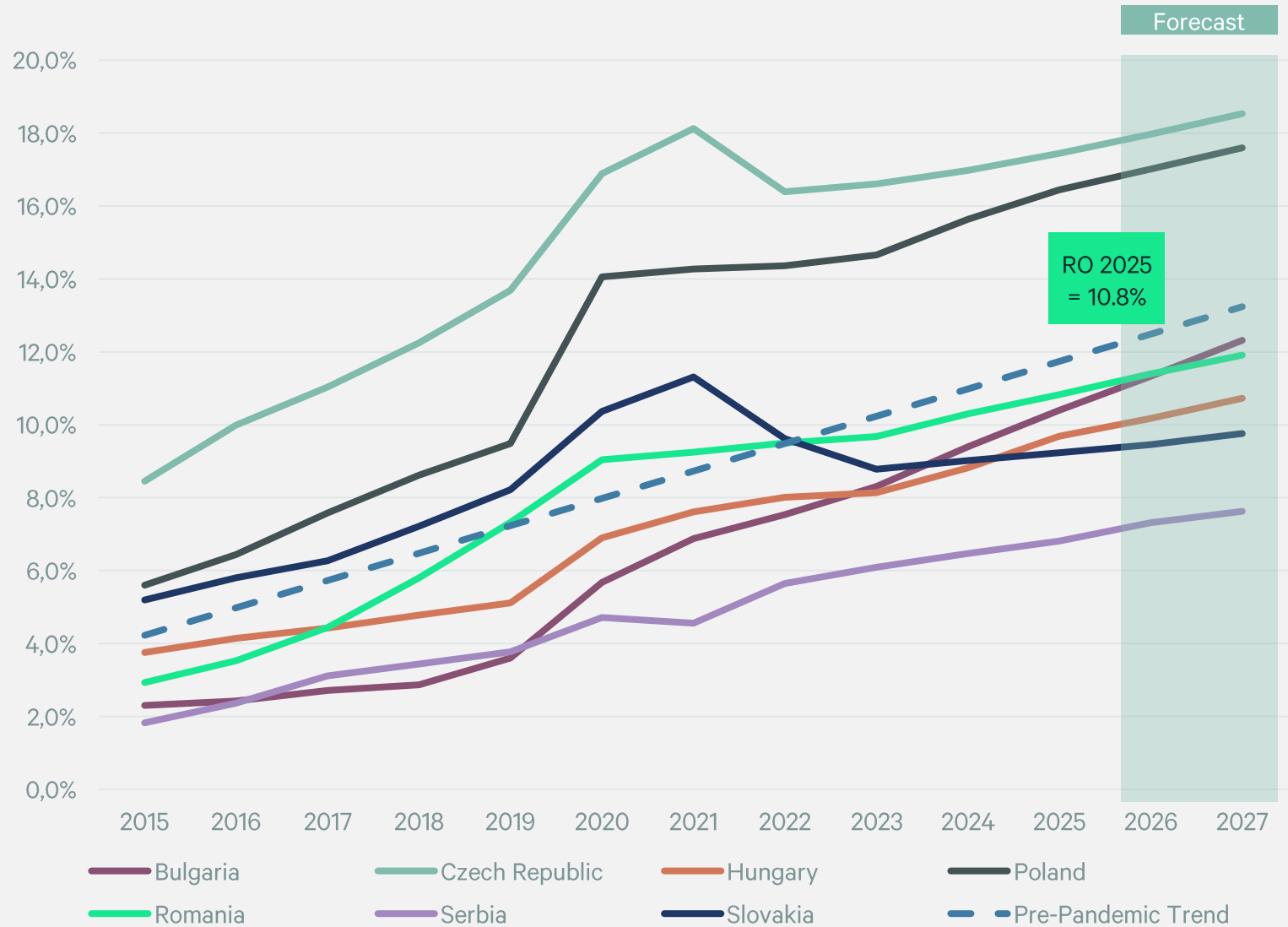
Romania e-commerce market is moving towards an estimated market of EUR 7 billion by 2026.

At end 2025, the e-commerce penetration rate was 10.8%.

The rate of growth of the market has slowed down after the pandemic boom period.

E-commerce rate out of all retail volumes in Romania is surpassed only by Poland and Czech Republic in the region.

E-Commerce Evolution in CEE & SEE (2015 - 2027)



Source: CBRE Research, Euromonitor

Food and Health & Beauty sectors have seen the strongest growth

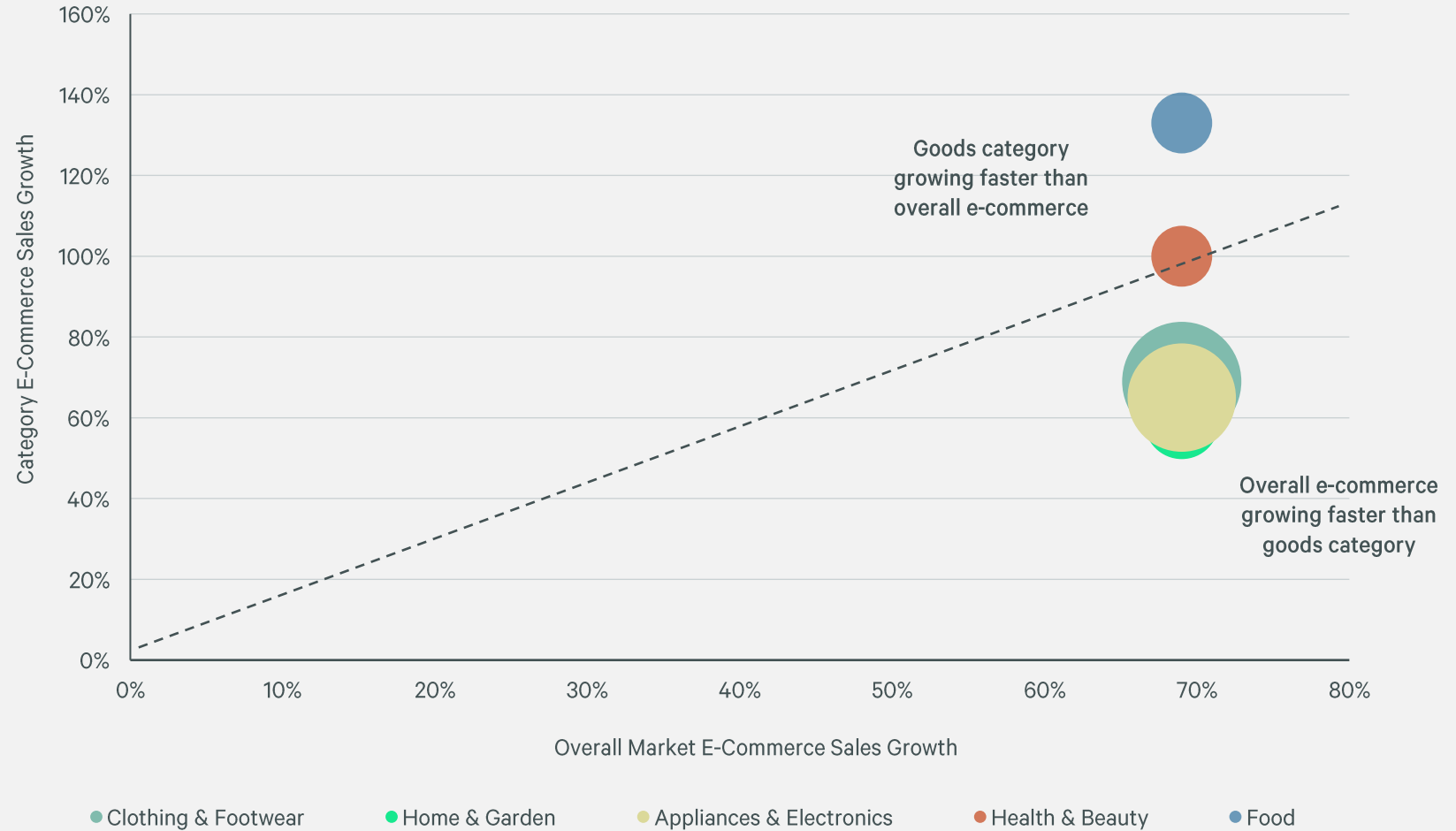
Taking out the 2020 boom registered in all sectors, in the period 2021 – 2025 the biggest increases of e-commerce was seen in Food and Health & Beauty Category.

For the next years, we expect Food, Health & Beauty category to outgrow the market, as well as the Appliance & Electronics sector.

Fashion is going to register a flat curve of growth, considering the inflationary pressures on purchasing power.

Source: CBRE Research, Euromonitor

E-commerce sales volume growth - goods category vs overall market, 2025 vs 2021 (%)



Key points

01

Romania E-Commerce Market to reach **EUR 7 Billion**

02

Growth of e-commerce has **slowed down** and is under pre-pandemic trend

03

Certain goods category, like **food & health and beauty** register increases above the overall market

04

Future growth of e-commerce supported by **internet speed** and usage in Romania, as well as logistics infrastructure improvements

05

Growth to be driven by the opening of **new highways** and better road connection in Romania

06

Parcel locker system growing in Romania and supports the growth of the e-commerce market, similar to Poland