Pioneering study by Nhood Romania: The active entertainment market in shopping malls tripled since 2019, valued at €30 million in 2024

Bucharest, 27 November 2025 – Nhood, an integrated real estate services and solutions company present in 10 European countries, including Romania, has released the first dedicated study on the active entertainment market within Romanian shopping centers: **"Beyond Retail: Mapping the Growth of Active Entertainment in Romania's Shopping Malls – The shift from pure retail to experience-driven destinations."**

Conducted across 60 shopping centers with a cumulative gross leasable area of over 2.7 million square meters, the study maps 116 distinct entertainment formats operated by 54 providers. It highlights a rapidly expanding sector marked by diversification, professionalization, and increasing sophistication. The research conceptually differentiates between active and passive forms of entertainment, aligning with industry best practices, and focuses specifically on documenting active entertainment formats and models.

"The entertainment sector within shopping malls is enjoying rapid growth, fundamentally redefining the relevance of a commercial center. However, the market lacked concrete data to guide industry players in their investment decisions or development strategies. Nhood took the initiative to conduct the first study of its kind in the market, a necessary step to professionalize the sector and facilitate the development of more competitive, well-founded projects better adapted to current trends. As the analyzed data revealed, we are no longer talking about a complementary service, but an engine of the overall experience - an essential differentiator in attracting visitors and transforming malls into leisure destinations. Nhood will continue to support the industry's evolution through data, expertise, and initiatives that foster innovation," stated **Bogdan Aldea, Head of Business Development at Nhood Romania.**

The analyzed data indicates significant growth potential for the entertainment market in the coming years, driven by a structural shift in how visitors perceive and use commercial spaces. Furthermore, the active entertainment component within shopping malls was valued at **€28–30 million in 2024**, excluding competitive socializing venues (bowling, billiards, table tennis, etc.), which are also growing rapidly.

According to the Nhood study, Romania is experiencing its most dynamic period in the history of its active entertainment sector, which is defined by experiences that involve visitor participation - from playgrounds and arcade games to immersive attractions and Family Entertainment Centers. The data points to a clear trend toward sophistication, modernization, and diversification as malls redefine their role from simple commercial hubs to genuine recreation and socialization destinations.

Currently, **95%** of the analyzed malls integrate at least one active entertainment component, and the market is almost **three times larger** compared to 2019. This evolution confirms that entertainment has become a structural pillar of the commercial ecosystem, and its impact is set to grow further. Romania is even positioning itself ahead of some mature European markets: only 5% of local malls do not offer active entertainment options, compared to significantly higher

percentages in Austria, Germany, or Italy, where between 40% and 55% of centers do not include such facilities.

This dynamism is fueled by changing visitor preferences, with people increasingly seeking experiences that combine recreation, interaction, and novelty. Malls are responding by expanding their entertainment offerings and introducing new concepts, including international attractions and immersive formats. The rising competition and market fragmentation, especially in the playground and arcade sectors, support the vast development potential for the coming years, including the diversification of operators and the maturation of business models.

Shopping centers remain the preferred destinations for shopping and leisure for Romanians. By developing a coherent entertainment ecosystem tailored to market demands, Romania has the opportunity to become a European benchmark for transforming commercial centers into complete leisure destinations.

To read the **Nhood Romania** study: **"Beyond Retail: Mapping the Growth of Active Entertainment in Romania's Shopping Malls – The shift from pure retail to experience-driven destinations"**, visit here: https://nhood.ro/studii/

About NHOOD SERVICES ROMÂNIA

Nhood Services Romania is a dynamic real estate services company specializing in community engagement, mixed-use project operations and commercialization, asset management, and the development of sustainable and urban regeneration projects. Acting on behalf of asset owners, it offers a comprehensive range of services from retail and residential to office spaces and community hubs, with the goal of transforming existing spaces into vibrant and attractive places with a positive impact on the environment, society, and economy.

Nhood operates across three business lines: Property & Asset Services, Resources & Fund Investment, and Development, as part of the Ceetrus and Nodi ecosystem. In Romania, the company manages 25 mandates for retail and office spaces (including leasing), a business park – Coresi Business Campus, a residential project – Coresi AvantGarden, and 23 retail locations nationwide, all Auchan shopping centers, including Coresi Shopping Resort. Nhood collaborates with over 15 clients, including Ceetrus and Auchan, and oversees Cartierul Coresi, the largest urban regeneration project in Romania.

Nhood brings together the real estate expertise of over 1,300 professionals across 11 countries to regenerate and transform an initial portfolio of nearly 300 shopping centers across Europe, with a potential for 30,000 housing units within 40 real estate projects. The assets under Nhood's management are valued at over 8 billion euros.