Nhood Romania: Romania ahead of other European countries in shopping center entertainment offerings

- Romania has the potential to become a trendsetter in the European shopping center entertainment sector
- Shopping centers – the preferred destinations for shopping and leisure time in Romania

Bucharest, 09 April 2025 – Shopping centers in Romania are the primary destinations for leisure activities, surpassing many European markets in terms of entertainment offerings, according to an analysis conducted by Nhood Romania, an integrated real estate services and solutions company.

Nhood's analysis of over 30 shopping centers in Romania reveals that while the local market has a limited range and there is still significant potential for diversification, the country's malls are better positioned in this sector compared to those in Germany, Italy, or Austria.

"Romania has a considerable advantage in terms of consumer perception of shopping centers as entertainment destinations, in contrast to mature European markets. This context creates a real opportunity for shopping center developers and operators, who can capitalize on current trends through a coherent strategy of diversified entertainment," **stated Bogdan Aldea, Head of Business Development, Nhood Romania.**

However, Romanians allocate a smaller budget compared to other Europeans. According to INSSE data, Romanians allocated an average of 3.1% of their household consumption budget to recreation, culture, and sports in 2023, equivalent to approximately 120 RON per month. The share of these expenses varies significantly depending on income, reaching 5.9% for those with the highest incomes. Although these figures are promising, Romania remains below the level of other European markets, where the share of spending for this segment reaches 5.1% in Spain, 7% in France, and 9% in Germany.

The majority of malls in the country include children's play areas and arcades (present in 40-50% of malls), while facilities such as virtual reality (VR), bowling, laser tag, escape rooms, or trampoline parks are found in less than 10% of the analyzed centers. Furthermore, only 41% of malls offer more than one type of entertainment, usually a combination of children's play areas and arcades.

Compared to European markets, however, shopping malls in Romania have a higher rate of entertainment component presence, at 79%, compared to Germany - 57% or Italy, with only 45%. This difference is explained by Romanian consumers' preference for spending their leisure time in shopping centers, the delayed reaction of other European markets to adapt to the changing consumers behavior, as well as the different strategies of mall owners and entertainment operators.

"To transform malls into competitive lifestyle hubs at a European level, it is essential to diversify the entertainment offering. Implementing innovative concepts based on the complementarity of attractions can generate a major impact on customer retention and traffic growth," **added Gabriela Pișталu, Head of Property & Asset Services Nhood Romania.**

Currently, the company has over 7,000 sqm of implemented entertainment spaces in the 23 retail assets it manages, with an additional 4,100 sqm in various stages of implementation.

Romania's retail sector continues to evolve rapidly, and shopping centers remain the preferred destinations for shopping and leisure. By developing a coherent entertainment ecosystem adapted to market demands, Romania has the chance to become a European benchmark in transforming shopping centers into complete leisure destinations.

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.