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# State of eCommerce in Romania

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ARMO [www.armo.org.ro](http://www.armo.org.ro)



- ▶ Romanian E-Commerce Association
- ▶ Proud EMOTA Member



**EMOTA**  
The European eCommerce  
& Omni-Channel Trade  
Association

- ▶ ARMO Trustmark
- ▶ Black Friday Guide
- ▶ GDPR
- ▶ Cross-border

## EU:

- ▶ GDPR and ePrivacy
- ▶ New deal for consumers (Consumer Rights Directive)
- ▶ Geoblocking
- ▶ Digital Single Market

## Local:

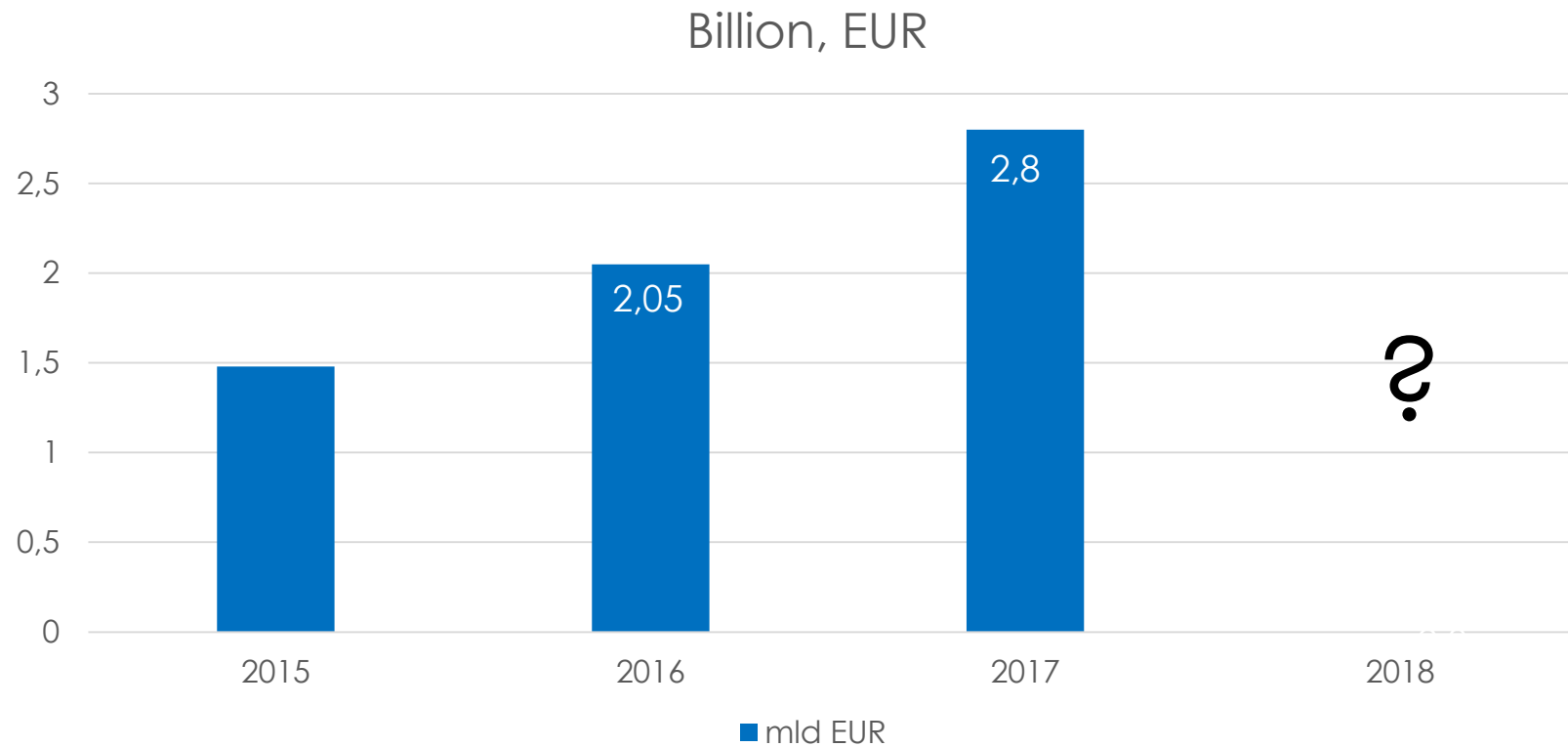
- ▶ Digital Signature Legislation
- ▶ GDPR
- ▶ Position Papers regarding legislative initiatives with impact on e-commerce



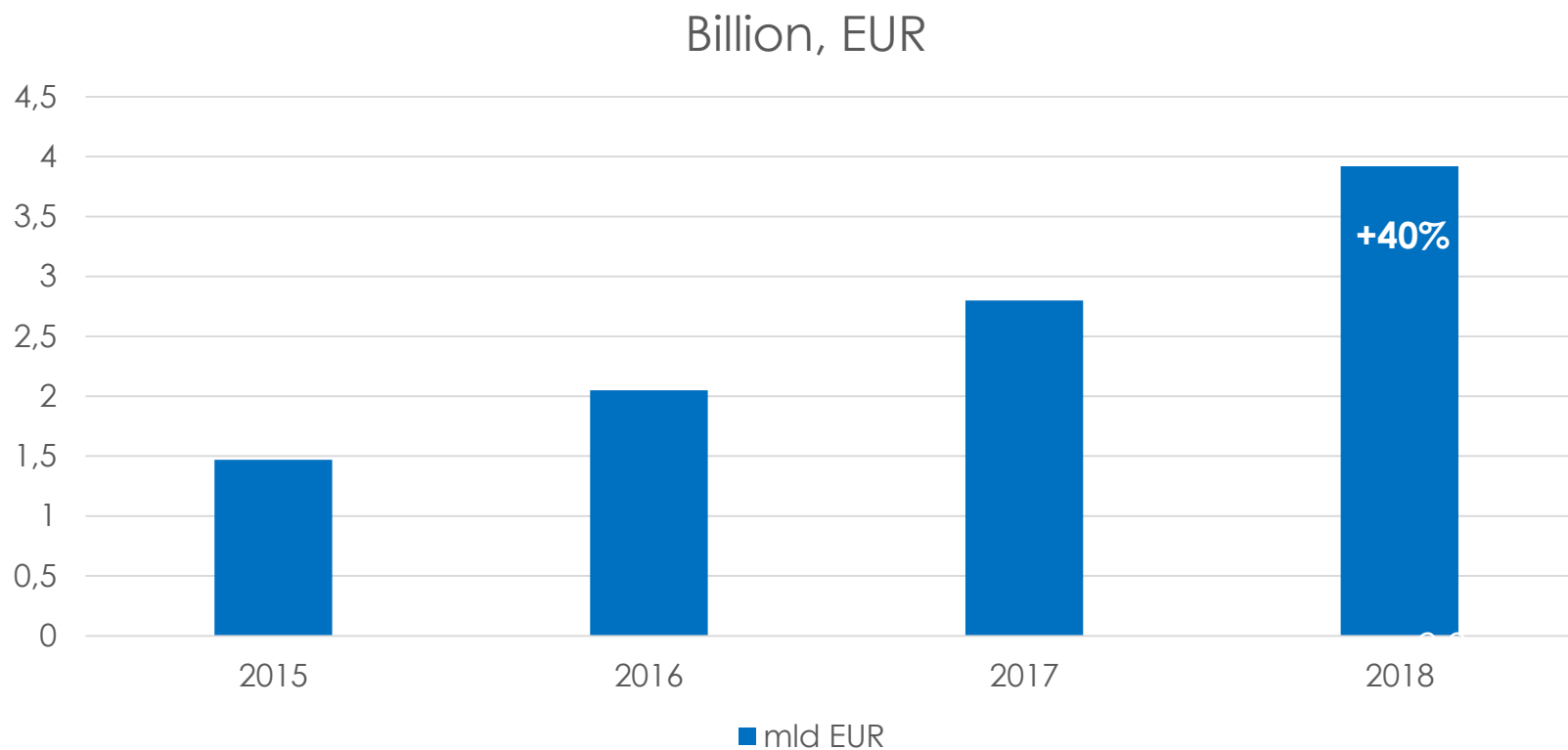
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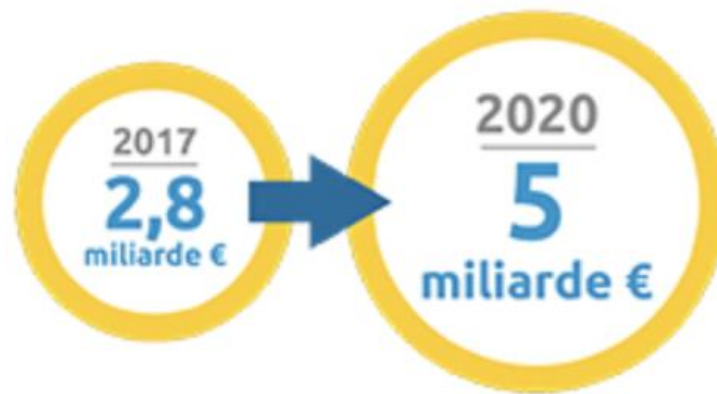
# E-Commerce in Romania



# E-Commerce in Romania - 2018



# E-Commerce in Romania – 2018+





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How many  
online stores  
are in  
Romania?



7.000 in 2017

hundreds opening up every  
month

15.000+ in  
Q1 2019



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# Payment

# Payment

- ▶ 85% COD
- ▶ 15% card

- ▶ 70% COD
- ▶ 30% card

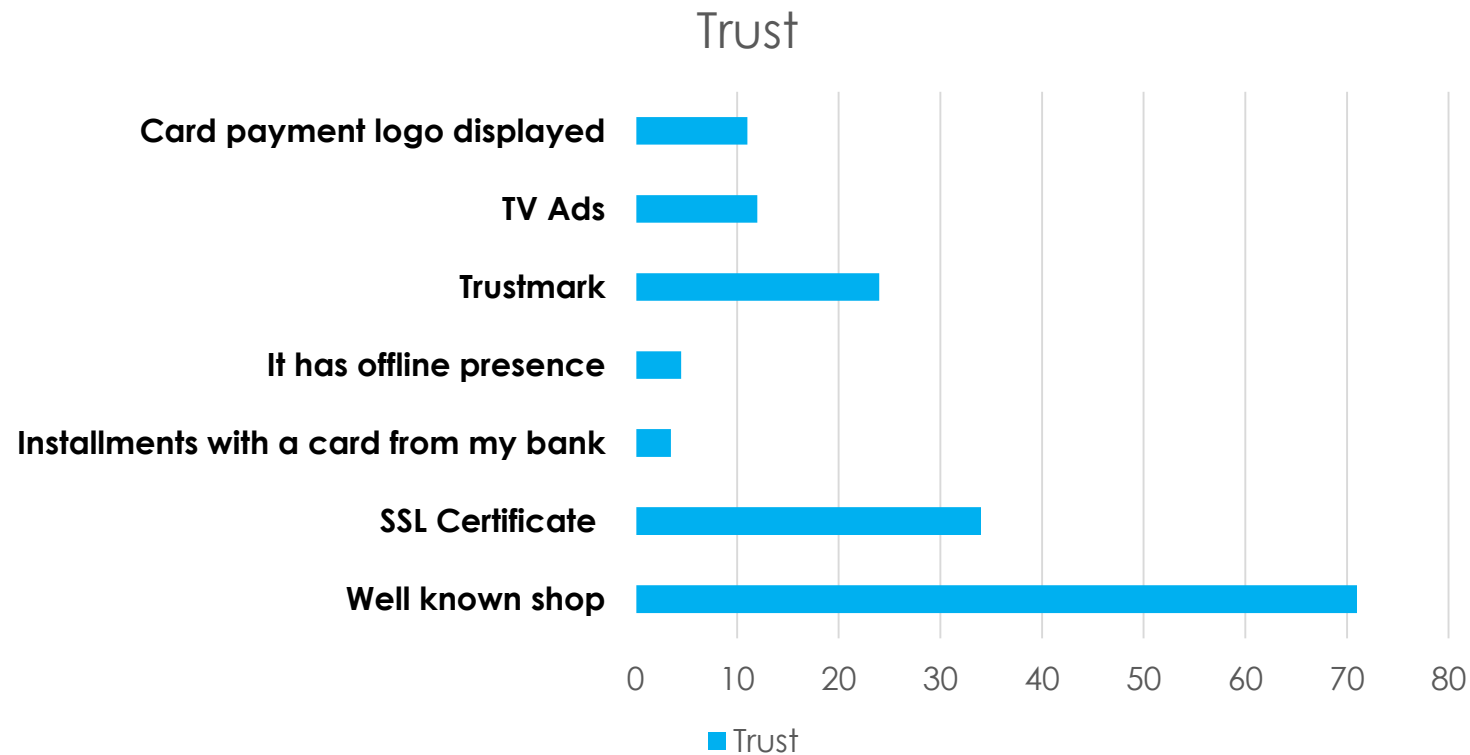
- ▶ Selected merchants
- ▶ Black Friday



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# Trust

# About trust, ARMO study





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How can we  
grow further?

# Challenges for growth

- ▶ Legislation
  - ▶ Needs update
  - ▶ Still has in effect measures that were before joining the EU
  - ▶ Unaligned legislation with EU Directives and Regulations
- ▶ Digital Infrastructure
- ▶ Digital Skills
- ▶ Cross-border
- ▶ Geo-blocking
- ▶ Digital Public Services

# Questions?



- ▶ ARMO
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