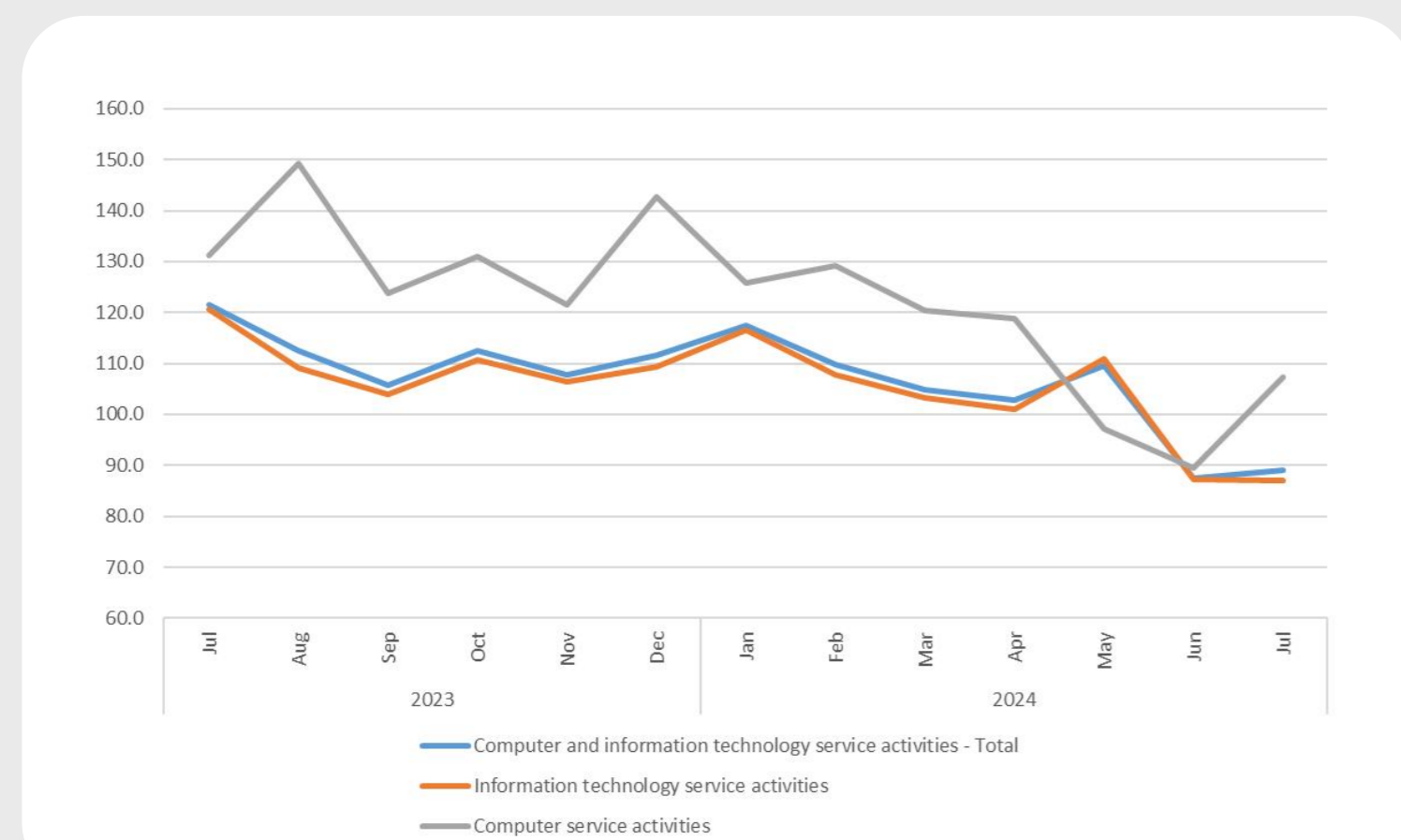
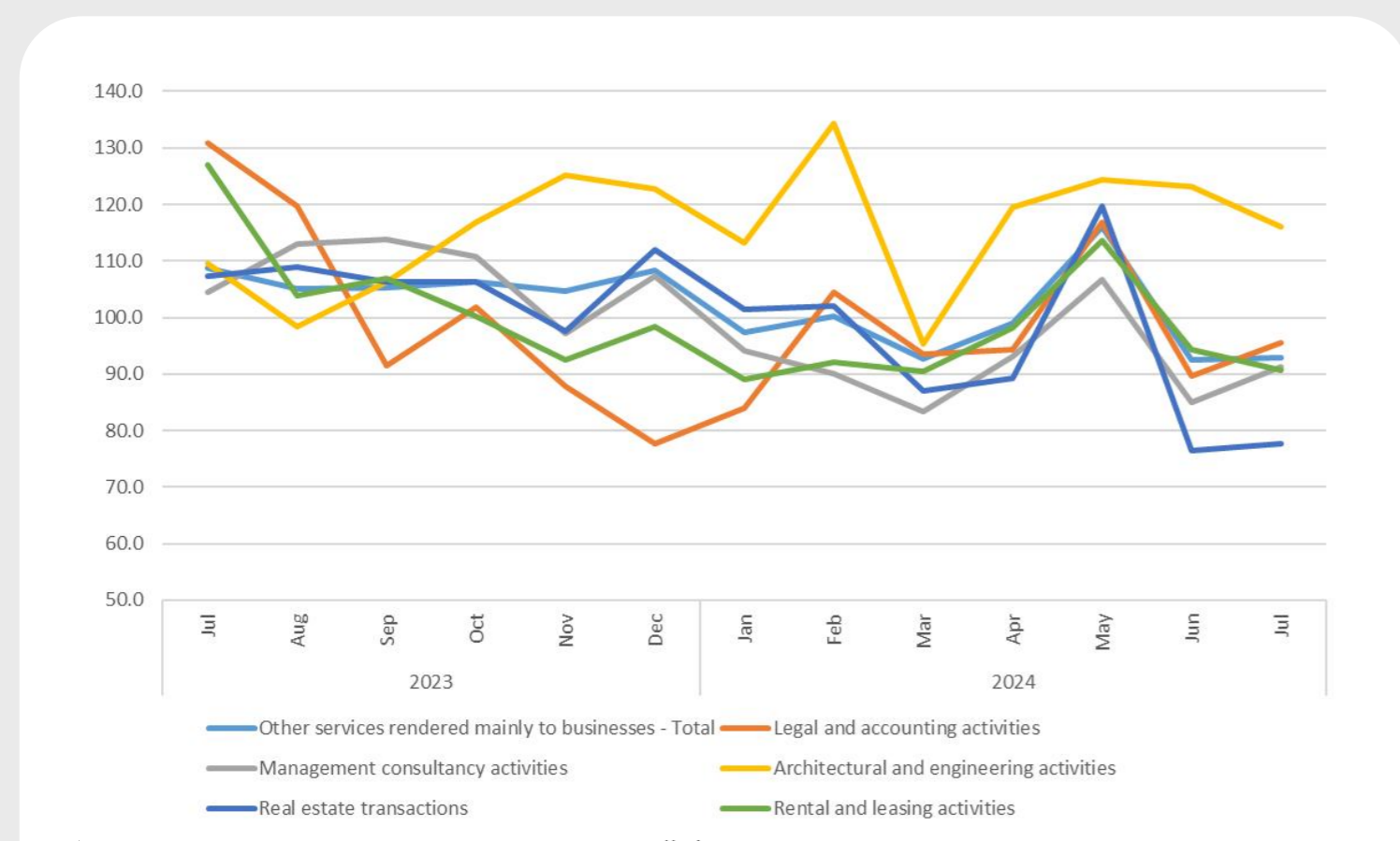


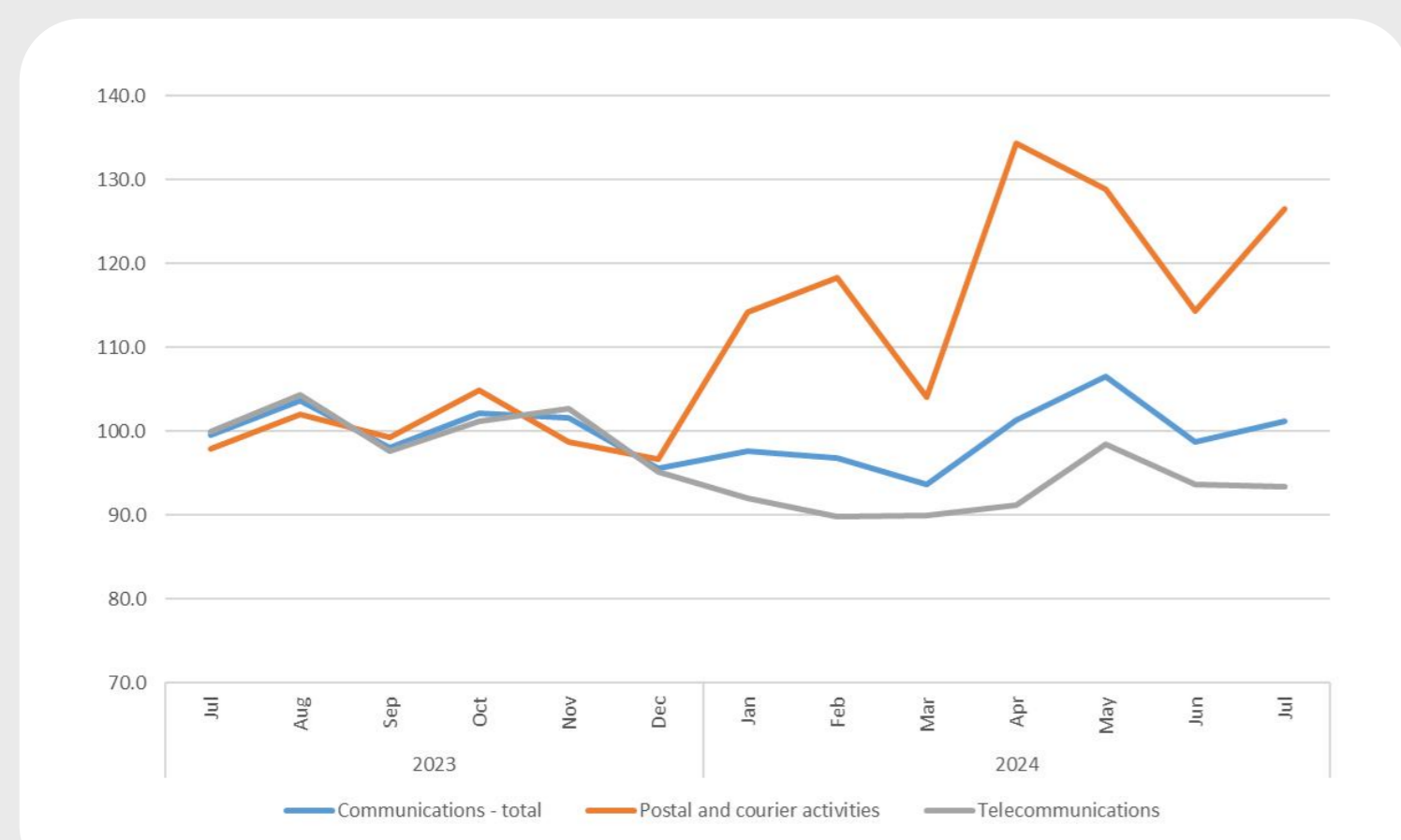
Turnover from market services - Transportation YoY %
Source: National Institute of Statistics - Romania



Turnover from market services - IT service activities YoY %
Source: National Institute of Statistics - Romania



Turnover from market services - Other services YoY %
Source: National Institute of Statistics - Romania



Turnover from market services - Communications YoY %
Source: National Institute of Statistics - Romania

TURNOVER OF MARKET SERVICES TO COMPANIES. SECTORAL PERFORMANCE.

The data provided by Romania's National Institute of Statistics offers a comprehensive look at the turnover in market services primarily provided to enterprises for July 2024.

Overall Performance: July 2024 vs. June 2024

In July 2024, the total business turnover in market services provided primarily to enterprises decreased by 1.1% in gross terms and by 1.8% when adjusted for seasonality and the number of working days. This downturn was driven by declines in several key sectors, although there were exceptions where growth occurred.

The most significant monthly declines (in gross terms) occurred in cinematographic, video, and television program production and broadcasting. This sector saw a steep drop of 11.6%. Information technology (IT) and IT services recorded a decline of 6.9%.

On the positive side, the sectors that saw growth in July compared to June were transport services, where turnover rose by 3.9%, showing resilience despite broader declines. Communications experienced an increase of 2.7%, indicating steady demand for communication services during the period.

Year-to-Year Comparison: July 2024 vs. July 2023

When comparing July 2024 with the same month in 2023, the overall business turnover in market services dropped significantly by 6.8% in gross terms and by 8.6% when adjusted for seasonality and the number of working days. This considerable drop reflects ongoing challenges in several key sectors. The most significant year-to-year declines (in gross terms) occurred in Information technology (IT) and IT services. This sector saw a decrease of 11.0%, indicating that the downturn in this field is not just a short-term fluctuation but part of a more prolonged trend. Other services provided primarily to enterprises recorded a drop of 7.0% suggesting that this broad category, which includes various professional and technical services, faced considerable headwinds over the year.

In contrast, the most notable increase was observed in cinematographic, video, and television program production and broadcasting. This sector experienced a robust growth of 21.8% year-to-year, indicating strong demand for media and broadcasting services in 2024 despite the month-to-month fluctuation. Communications sector saw a modest year-to-year increase of 1.2%, reflecting stable growth over the past year.

Performance over the January–July 2024 period.

Looking at the broader period of January through July 2024 compared to the same period in 2023, the total business turnover in market services declined by 1.1% in gross terms and by 0.6% when adjusted for seasonality and the number of working days.

Key observations for this period include:

Transport services recorded a notable decrease of 5.7%, marking it as one of the hardest hit sectors over the seven-month span. Communications experienced a minor decline of 0.6%, showing a generally stable but slightly contracting performance.

However, some sectors exhibited growth over the January–July period:

Cinematographic, video, and television program production and broadcasting saw a significant increase of 13.8%, continuing its upward trajectory despite some month-to-month volatility. Information technology (IT) and IT services increased by 2.3%, indicating that, despite monthly fluctuations, this sector has grown over the year-to-date period.

Sectoral Analysis and Key Trends

1. The IT sector showed a complex pattern of performance, with a significant month-to-month decline in July 2024 and an even more pronounced year-to-year reduction. However, over the longer term, the sector exhibited growth. This suggests short-term challenges, related to market dynamics or shifts in demand, but overall resilience over time.
2. Cinematographic and Broadcasting: This sector was highly volatile but showed the most significant long-term growth. Its year-to-year increase of over 21% points to an expanding market for media content and broadcasting, driven by increasing digital consumption and content creation.
3. Transport Services: This sector faced declines in both the short and long term, reflecting potential challenges in logistics, transportation demand, or economic conditions affecting goods.
4. Communications: Consistently positive in both month-to-month and year-to-year comparisons, the communications sector showed stable performance. The slight decline in the January–July period might indicate saturation, but overall, it remained a robust area of service provision.

Key takeaways

The business turnover in market services provided to enterprises in Romania presents a mixed picture for July 2024. While sectors like transportation and IT services are facing challenges, others, particularly cinematographic and broadcasting activities, have shown significant growth. The overall decline in business turnover, particularly the year-to-year contraction, highlights ongoing struggles within the services sector, with broader economic or market factors potentially at play. However, the resilience of certain sectors suggests opportunities for recovery and growth in the coming months.

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Overall decrease in turnover. Stable performance: Communications. Opportunities for recovery: IT services. Economic pressure: Transport services.