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Managing risk, enabling trade

Atradius Payment Practices Barometer

B2B payment practices trends Romania 2026

In this report

About the Atradius Payment Practices Barometer

The Atradius Payment Practices Barometer is an annual survey of business-to-business (B2B) payment practices in markets across the world.

Our survey gives you the opportunity to hear directly from businesses trading on credit with B2B customers about how they are coping with evolving trends in customer payment behaviour. Staying informed about these trends is vital because it helps to identify emerging shifts in customer payment habits, allowing businesses to address potential liquidity pressure and maintain smooth operations.

Businesses operating in – or planning to enter – the markets and industries covered by our survey can gain valuable insights from our reports, which also shed light on the challenges and risks companies anticipate in the coming months, as well as their expectations for future growth.

This report presents the survey results for **Romania**.

The survey was conducted between the end of Q1 and mid-Q2 2026 and remained open for a few days after the onset of the Middle East geopolitical tensions, allowing respondents to reflect on potential impacts as they completed the questionnaire. The findings should therefore be viewed with this context in mind.

B2B payment practices trends

Higher pressure on credit quality than in CEE

High inflation and weak household demand are slowing consumption in Romania, pointing to softer growth in the months ahead. Investment is expected to remain the main driver of activity, but overall momentum is likely to stay fragile due to tighter financing conditions and uneven performance across sectors.

Within this context, trade credit remains widely used. Over half of business-to-businesses (B2B) sales in Romania take place on credit, markedly above the CEE average. SMEs in trade and services are the most active users. Credit sales have increased recently across the region, but Romanian firms expand more cautiously than their CEE peers. This reflects the need to support demand while protecting liquidity in an uncertain environment.

Payment terms are broadly in line with the regional pattern, with most invoices due within 60 days. Terms beyond this are less common in Romania, showing tighter control over risk exposure. In recent months, there has been a gradual shift towards longer terms, slightly stronger than in the wider region. Romanian firms are offering more flexibility to stay competitive and maintain customer relationships, though this raises the risk of delayed payments.

Late payments are widespread, with around 83% of Romanian businesses reporting overdue invoices, in line with the CEE average. However, the pattern is more uneven. While some firms manage receivables well, others face significant delays, leading to greater unpredictability in payment performance. Settlement takes longer than in CEE. A smaller share of invoices is paid within 30 days past due, while more fall into the 31-to-60-day range. Delays beyond 60 days are broadly in line with the regional average. This suggests that, while extreme delays are not more common, overall payment timeliness is under pressure.

Days Sales Outstanding (DSO) confirms this trend, with collection periods becoming longer and putting pressure on cash flow. Romanian businesses also report a sharper rise in bad debt than the regional average. This is often linked to ageing receivables, pointing to growing difficulty in recovering payments.

The impact on working capital is clear. Most Romanian firms report insufficient liquidity for operations and respond by delaying payments to suppliers, a behaviour reported by over one third of companies and far above the regional average.

Romanian businesses take a more hands on approach to managing payment risk. They rely more on cash terms, advance payments and active credit management. Diversifying the customer base is also more common. At the same time, they make less use of risk transfer tools. Credit insurance remains less widely used, while softer measures such as incentives or shorter payment terms are less common.

Key insights on the next page

Key insights

Romania

Payment behaviour of B2B customers (12 months)

Exposure clusters: reported level of B2B invoices paid late by percentage of respondents

0% B2B invoices paid late
17% Respondents

1% - 30% B2B invoices paid late
36% Respondents

31% - 60% B2B invoices paid late
34% Respondents

61% - 100% B2B invoices paid late
13% Respondents

Sample: all respondents in the surveyed market
Source: Atradius Payment Practices Barometer Romania – 2026

Top 4 reasons B2B customers pay invoices late

% of respondents - multiple response

Customer cash flow issues
45%

Banking delays
33%

Internal approval delays
18%

Regulatory delays
12%

Sample: all respondents in the surveyed market
Source: Atradius Payment Practices Barometer Romania – 2026

Breakdown of past due payments

% of past due invoices by payment timing

<30 days
66% Respondents

31-60 days
19% Respondents

61-90 days
9% Respondents

> 90 days
6% Respondents

Sample: all respondents in the surveyed market
Source: Atradius Payment Practices Barometer Romania – 2026

Reported bad debts

% of respondents - bad debts levels

<1% bad debts
60% Respondents

1% - 2% bad debts
16% Respondents

2% - 5% bad debts
11% Respondents

> 5% bad debts
14% Respondents

Sample: all respondents in the surveyed market
Source: Atradius Payment Practices Barometer Romania – 2026

Top 4 impacts of customer payment risk on working capital

% of respondents - multiple response

Reduced liquidity headroom
43%

Delayed payments to suppliers
35%

Struggle with cash flow planning
27%

Limited investment
26%

Sample: all respondents in the surveyed market
Source: Atradius Payment Practices Barometer Romania – 2026

Looking ahead

Greater concern about geopolitical risk impact

Expectations for B2B payment behaviour remain muted in Romania, and confidence is weaker than across the wider CEE region. Businesses remain cautious about the speed and sustainability of any change. This reflects ongoing pressure on cash flow, as well as heightened uncertainty around the economic outlook. As a result, companies are not yet expecting a meaningful improvement in payment discipline and remain alert to the risk of delays.

Just over half expect customer insolvency risk to rise, a share broadly in line with, but slightly more uncertain than, the regional benchmark. Among the remaining respondents, around one quarter expect insolvencies to remain at current levels, while a similar share expresses no clear view. This distribution points to limited visibility and a more fragile perception of customer solvency.

These expectations match survey data. Slower collections and higher overdue exposure tighten working capital and make it harder for firms to protect margins. In Romania, this translates into more volatile profit outlooks. While over one third of businesses expect margins to improve, a similar share anticipates deterioration. This contrasts with CEE, where stability remains the dominant expectation. The lower share of firms expecting no change highlights a more uncertain and less predictable operating environment.

Risk perceptions follow a similar pattern. Romanian companies identify economic slowdown and inflation as the main threats to B2B payment behaviour, in line with the wider region. However, concerns about geopolitical instability and regulatory change are more pronounced. This suggests greater exposure to external uncertainty and policy shifts, which can disrupt both demand and payment performance. Risks such as currency volatility, cybersecurity and fraud play a less central role in Romania. This indicates that firms remain primarily focused on macroeconomic and structural challenges rather than operational risks.

Overall, the data points to a more fragile and less balanced outlook in Romania. While businesses across CEE face similar pressures, Romanian firms operate with greater uncertainty, and higher sensitivity to external shocks, reinforcing the risk of continued strain on payment behaviour and profitability.

Key insights on the next page

Key insights

Romania

Top 3 risks businesses expect to shape B2B payments (next 12 months)

% of respondents - multiple response

#1 | Economic slowdown

#2 | Inflation and cost pressures

#3 | Geopolitical instability

Sample: all respondents in the surveyed market

Source: Atradius Payment Practices Barometer Romania – 2026

Expected insolvency risk outlook (next 12 months)

% of respondents

Stay elevated	Rise further	Not sure
25%	51%	24%

Sample: all respondents in the surveyed market

Source: Atradius Payment Practices Barometer Romania – 2026

Romanian firms are facing slowing growth and rising payment risk with longer delays and weakening confidence putting sustained pressure on liquidity and margins. Late payments are widespread and take longer to settle, increasing bad debt. This strains liquidity and forces companies to rely on supplier delays and more active credit risk management to safeguard cash flow

Survey design

Sample overview – Total interviews = 210

Business sector	% of respondents
Industry	21
Construction	20
Trade	20
Services	39
TOTAL	**100**

Business size	% of respondents
Micro <10 employees	35
SME 10-49 employees	29
SME 50-249 employees	17
Large 250 or more employees	19
TOTAL	**100**

Survey methodology

We updated our panel to better reflect the market structure across activities and size classes. Additional details on the survey sample design can be found in the statistical appendix. For this edition, comparisons with previous reports are not possible, with annual variation captured only through respondent feedback.

Survey scope

Population: Companies in Romania were surveyed, with interviews conducted with the appropriate contacts responsible for accounts receivable management.

Sample design: The Strategic Sampling Plan enabled analysis of Romania data by sector and company size.

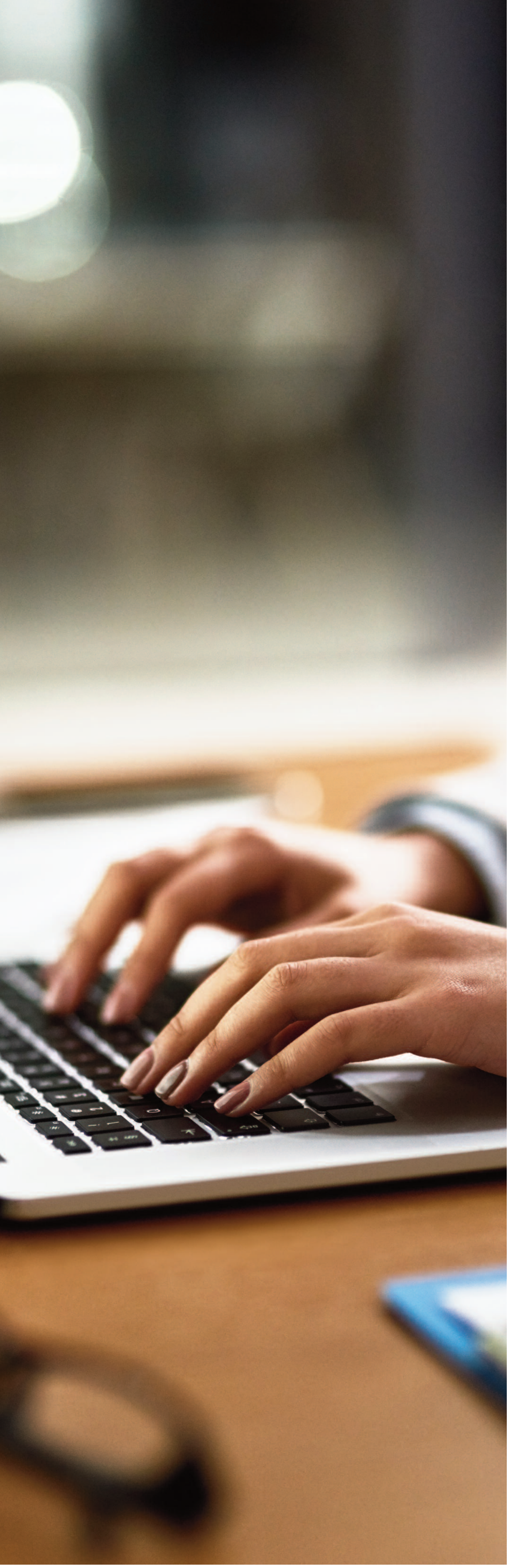
Selection process: Companies were contacted via an international internet panel, and respondents were screened for role and quota control at the start of the interview.

Sample: A total of 210 businesses participated, with quotas maintained across four company size categories.

Interview method: Computer-Assisted Web Interviews (CAWI), each lasting approximately 15 minutes.

Timing: The survey was conducted between the end of Q1 and mid-Q2 2026.

This report and the regional statistical appendix form part of the 2026 Atradius Payment Practices Barometer series, both available for download in Knowledge and research



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To find out more about B2B receivables collection practices in Romania and worldwide, please visit atradiuscollections.com.

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