

# SEGMENTAREA PIETEI CONSUMATORILOR DE GAZE NATURALE DIN ROMÂNIA

## SEGMENTATION OF THE NATURAL GAS CONSUMERS' MARKET IN ROMANIA

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**Abstract:** The current focus of scientific research and practice on a liberalized natural gas market that impact all operators on a specialized market justify the growing concern for correct segmentation and profiling of natural gas consumption. This article contains references to studies prepared by the German Federal Association for Gas and Water - a German registered association (BDEW), together with the Association of Municipal Undertakings (VKU) and the Technical University in Munich (TUM), as well as by Groupe de Travail Gaz from France. The scope of this paper is to analyze the takeover and the adaptation of gas market segmentation methods used in the two countries and to develop a personal segmentation method for profiling purposes for supporting the forecasting of daily natural gas consumption.

**Keywords:** segmentation; profiling; gas market; forecasting.