

Baby and Child-Specific Products in Romania

Market Direction | 2022-06-22 | 25 pages | Euromonitor

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Report description:

Baby and child-specific products saw solid current value and retail volume growth in 2021. Demand for baby and child-specific products is less vulnerable to economic conditions, due to the essential nature of such products. In addition, parents are generally unwilling to make compromises in terms of the quality of their children's products. In 2021, there was an increased interest in multi-purpose bath and shower products for babies, such as wash products that can be used for both the hair and t...

Euromonitor International's Baby and Child-specific Products in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Baby and Child-specific Products market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Multi-purpose bath and shower products fare well

Growth driven by premium baby and child-specific products

Johnson & Johnson Romania continues to lead despite sliding share

PROSPECTS AND OPPORTUNITIES

Strong growth expected for e-commerce with price promotions and social media marketing set to entice consumers

Promising future for natural and organic products, particularly in dermatological baby and child-specific products

Low-birth rate to limit volume growth, whilst interest in natural products and innovation expected to boost current value growth

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