

Dishwashers in Romania

Market Direction | 2022-12-14 | 36 pages | Euromonitor

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Report description:

Dishwashers is set to register healthy sales growth again in 2022, although sales growth rates are considerably more modest than was registered earlier in the review period and during 2020. Despite the double-digit sales growth that has been registered in the category in recent years, dishwashers remains an underdeveloped category in Romania. Household penetration remains below 10%, meaning there remains considerable room for further growth in sales, and this has motivated the category's leading...

Euromonitor International's Dishwashers 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. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Built-in Dishwashers, Freestanding Dishwashers.

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

Why buy this report?

- * Get a detailed picture of the Dishwashers 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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2022 DEVELOPMENTS

Growth rates slow down after several years of strong growth

Reliance on new product development remains a key feature of dishwashers

Educating the Romanian consumer

PROSPECTS AND OPPORTUNITIES

Good prospects for dishwashers due to low penetration and spreading affluence

Growth in built-in dishwashers set to outpace growth in freestanding dishwashers

Potential competition from private label, while e-commerce is set to become increasingly important for sales of dishwashers

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