

Home Laundry Appliances in Romania

Market Direction | 2022-12-14 | 40 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

The strong performance that home laundry appliances continues to record in 2022 can be attributed at least partially to the stronger focus on personal hygiene that emerged from the COVID-19 pandemic. With many people concerned about the potential for their clothing and bedlinen to harbour the COVID-19 virus, it has become more common for Romanians to wash their laundry more often than previously. Within this context, owning a high-performance automatic washing machine with enhanced hygiene featu...

Euromonitor International's Home Laundry Appliances 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: Automatic Dryers, Automatic Washer Dryers, Automatic Washing Machines, Built-in Home Laundry Appliances, Freestanding Home Laundry Appliances, Semi-Automatic Washing Machines.

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

Why buy this report?

- * Get a detailed picture of the Home Laundry Appliances 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney,

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Home Laundry Appliances in Romania
Euromonitor International
December 2022

List Of Contents And Tables

HOME LAUNDRY APPLIANCES IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Home laundry appliances continue to grow as consumers focus more on hygiene

Value sales outpace volume sales as prices of home laundry appliances rise

Increasing focus on innovation and advanced features supports value growth

PROSPECTS AND OPPORTUNITIES

High-quality appliances with useful added features set to remain in high demand

Good sales growth prospects for automatic dryers and automatic washer dryers

Potential competition from emerging laundromat format

CATEGORY DATA

Table 1 Sales of Home Laundry Appliances by Category: Volume 2017-2022

Table 2 Sales of Home Laundry Appliances by Category: Value 2017-2022

Table 3 Sales of Home Laundry Appliances by Category: % Volume Growth 2017-2022

Table 4 Sales of Home Laundry Appliances by Category: % Value Growth 2017-2022

Table 5 Sales of Automatic Washer Dryers by Connected Appliances: % Volume 2017-2022

Table 6 Sales of Automatic Washing Machines by Format: % Volume 2017-2022

Table 7 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2017-2022

Table 8 Sales of Automatic Washing Machines by Connected Appliances: % Volume 2018-2022

Table 9 NBO Company Shares of Home Laundry Appliances: % Volume 2018-2022

Table 10 □LBN Brand Shares of Home Laundry Appliances: % Volume 2019-2022

Table 11 □Distribution of Home Laundry Appliances by Format: % Volume 2017-2022

Table 12 □Forecast Sales of Home Laundry Appliances by Category: Volume 2022-2027

Table 13 □Forecast Sales of Home Laundry Appliances by Category: Value 2022-2027

Table 14 □Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2022-2027

Table 15 □Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2022-2027

CONSUMER APPLIANCES IN ROMANIA

EXECUTIVE SUMMARY

Consumer appliances in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 16 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2023

Table 17 Replacement Cycles of Consumer Appliances by Category 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

MARKET DATA

Table 18 Sales of Consumer Appliances by Category: Volume 2017-2022

Table 19 Sales of Consumer Appliances by Category: Value 2017-2022

Table 20 Sales of Consumer Appliances by Category: % Volume Growth 2017-2022

Table 21 Sales of Consumer Appliances by Category: % Value Growth 2017-2022

Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022

Table 23 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022

Table 24 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022

Table 25 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022

Table 26 □Sales of Small Appliances by Category: Volume 2017-2022

Table 27 □Sales of Small Appliances by Category: Value 2017-2022

Table 28 □Sales of Small Appliances by Category: % Volume Growth 2017-2022

Table 29 □Sales of Small Appliances by Category: % Value Growth 2017-2022

Table 30 □NBO Company Shares of Major Appliances: % Volume 2018-2022

Table 31 □LBN Brand Shares of Major Appliances: % Volume 2019-2022

Table 32 □NBO Company Shares of Small Appliances: % Volume 2018-2022

Table 33 □LBN Brand Shares of Small Appliances: % Volume 2019-2022

Table 34 □Distribution of Major Appliances by Format: % Volume 2017-2022

Table 35 □Distribution of Small Appliances by Format: % Volume 2017-2022

Table 36 □Forecast Sales of Consumer Appliances by Category: Volume 2022-2027

Table 37 □Forecast Sales of Consumer Appliances by Category: Value 2022-2027

Table 38 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027

Table 39 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027

Table 40 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027

Table 41 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027

Table 42 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027

Table 43 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027

Table 44 □Forecast Sales of Small Appliances by Category: Volume 2022-2027

Table 45 □Forecast Sales of Small Appliances by Category: Value 2022-2027

Table 46 □Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027

Table 47 □Forecast Sales of Small Appliances by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Home Laundry Appliances in Romania

Market Direction | 2022-12-14 | 40 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-10
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com