

Home Laundry Appliances in Romania

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

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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.

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