

Childrenswear in Romania

Market Direction | 2023-01-25 | 19 pages | Euromonitor

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Report description:

Baby and toddler wear was the least impacted product area within childrenswear during the pandemic, with current value sales seeing the smallest decline. Given the fact that babies and toddlers require new clothing more often, as they grow more rapidly compared with older children, parents were more likely to purchase these items regardless of the impact of the pandemic. With this in mind, the difference in growth rates could have been expected to be higher. However, Romania registered the lowes...

Euromonitor International's Childrenswear 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 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- * Get a detailed picture of the Childrenswear 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, 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.

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CHILDRENSWEAR IN ROMANIA

KEY DATA FINDINGS

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As economy brands expand, many Romanian parents opt for higher-quality items

Pepco continues to lead childrenswear in 2022

Back-to-school campaigns support sales growth

PROSPECTS AND OPPORTUNITIES

Growth to remain strong but limited as families shrink

Sustainability to gain greater attention from consumers

E-commerce to go from strength to strength, while international players will increase focus on childrenswear

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