

## **Dishwashing in Romania**

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

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### **Report description:**

After a boosted performance during the COVID-19 years, due to the cocooning and home-cooking trends arising from the pandemic lockdowns, dishwashing has fallen into a small negative-digit decline in 2022. This is attributed to consumers' return to out-of-home lifestyles, along with dining out, thus preparing meals on fewer occasions at home and thus needing to wash up less frequently. Hand dishwashing has notably declined, due to consumers having less time to devote to household tasks which coul...

Euromonitor International's Dishwashing in Romania market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), 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, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Automatic Dishwashing, Hand Dishwashing.

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

Why buy this report?

- \* Get a detailed picture of the Dishwashing 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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Automatic dishwashing continues to see a more dynamic performance

Strong focus on innovation remains, despite inflationary pressures

#### **PROSPECTS AND OPPORTUNITIES**

Positive forecasts for automatic dishwashing, driven by increasing dishwasher penetration in the country

Refilling stations will continue to help consumers to cut costs and protect the environment

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