

## **Laundry Care in Romania**

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

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### **Report description:**

Value growth is robust in laundry care in Romania in 2022 and, although volume growth is a little lower this year compared to the previous two years, demand remains reliable. Modern products, such as liquid detergents and liquid tablet detergents are proving popular, with healthy growth in both value and volume seen. Certain structural evolutions are standing out, in line with rising consumer sophistication and their demand for more specialised products. Consequently, specific solutions, such as...

Euromonitor International's Laundry Care 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: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

- \* Get a detailed picture of the Laundry Care 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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