

Polishes in Romania

Market Direction | 2023-01-01 | 18 pages | Euromonitor

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Report description:

Polishes records another year of negative volume growth in 2022, despite the positive value growth seen due to rising unit prices. One major reason for this is the growing strong competition from surface care products, which are becoming increasingly multifunctional, thus can be used for both cleaning and polishing purposes. Furthermore, Romanian retailers have been featuring a rising diversity of surface care, which has also been intensely promoted, further contributing to the decline of polish...

Euromonitor International's Polishes 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: Floor Polish, Furniture Polish, Metal Polish, Shoe Polish.

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

Why buy this report?

- * Get a detailed picture of the Polishes 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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Table of Contents:

Polishes in Romania
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List Of Contents And Tables

POLISHES IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Another year of negative volume for old-fashioned category of polishes

Unit prices on the rise

Shoe polish declining due to ongoing casual fashion trends

PROSPECTS AND OPPORTUNITIES

Polishes will continue to face challenges with few opportunities ahead

Shoe polish likely to continue on a downwards slope due to ongoing fashion trends

Online sales to become more relevant, which could help to support small sales

CATEGORY DATA

Table 1 Sales of Polishes by Category: Value 2017-2022

Table 2 Sales of Polishes by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Polishes: % Value 2018-2022

Table 4 LBN Brand Shares of Polishes: % Value 2019-2022

Table 5 Forecast Sales of Polishes by Category: Value 2022-2027

Table 6 Forecast Sales of Polishes by Category: % Value Growth 2022-2027

HOME CARE IN ROMANIA

EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 7 Households 2017-2022

MARKET DATA

Table 8 Sales of Home Care by Category: Value 2017-2022

Table 9 Sales of Home Care by Category: % Value Growth 2017-2022

Table 10 NBO Company Shares of Home Care: % Value 2018-2022

Table 11 LBN Brand Shares of Home Care: % Value 2019-2022

Table 12 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 13 Distribution of Home Care by Format: % Value 2017-2022

Table 14 Distribution of Home Care by Format and Category: % Value 2022

Table 15 Forecast Sales of Home Care by Category: Value 2022-2027

Table 16 Forecast Sales of Home Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

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