

Toilet Care in Romania

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

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Report description:

Toilet care is seeing small positive volume growth in 2022, in addition to value growth which is being driven by premiumisation. Indeed, toilet care is a category which benefits from consumers' demand for products with reliable efficiency in addition to offering a pleasant and persistent fragrance. As such, brand owners are also embracing these trends in order to stimulate demand. For example, in 2022, leading brand Bref (from Henkel Romania SRL) launched Bref Brilliant All-in-1, an innovative,...

Euromonitor International's Toilet 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: In-Cistern Devices, ITBs, Toilet Care Tablets/Powders, Toilet Cleaning Systems, Toilet Liquids/Foam.

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

Why buy this report?

- * Get a detailed picture of the Toilet 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.

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Euromonitor International
January 2023

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Rising awareness of environmental impacts influences trends in toilet care

Demand for sophisticated fragrances inspires innovation

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Premium positioning and added value will remain key trends over the forecast period

Rim liquids to grow faster than rim blocks, due to modernisation trends

Large pack sizes to see a good performance in light of inflationary pressures, with eco-friendly variants attracting higher-income consumers

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