

Retail Tissue in Romania

Market Direction | 2023-03-08 | 22 pages | Euromonitor

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Report description:

The war following the Russian invasion of Ukraine has been making retail tissue more expensive in Romania since it resulted in the EU banning imports of birch (used in the production of toilet paper, for instance) from Russia and Belarus. In addition, manufacturers have had to deal with supply chain issues and with rising energy prices. Eventually, the prices of retail tissue went up, even though brand owners tried to decrease their margins to keep the products competitive. Since toilet paper is...

Euromonitor International's Retail Tissue 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, 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, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Facial Tissues, Paper Tableware, Paper Towels, Toilet Paper.

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

Why buy this report?

- * Get a detailed picture of the Retail Tissue 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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