

**Retail Adult Incontinence in Romania**

Market Direction | 2023-03-08 | 21 pages | Euromonitor

**AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

**Report description:**

Romania is seeing its population age significantly, and this is making a notable contribution to the sales of retail adult incontinence products. In addition, growing awareness of these products, coupled with their increasing availability in Romanian retailers, contributed to a positive performance in 2022. The erosion of the stigma associated with adult incontinence and purchasing such products through retail channels was also a key factor behind the growth seen in 2022.

Euromonitor International's Retail Adult Incontinence 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: Light Adult Incontinence, Moderate/Heavy Adult Incontinence.

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 Adult Incontinence 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Retail Adult Incontinence in Romania

Euromonitor International

March 2023

### List Of Contents And Tables

#### RETAIL ADULT INCONTINENCE IN ROMANIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Ageing of the population helps sales

Strong unit price growth in 2022

Ongoing product diversification

##### PROSPECTS AND OPPORTUNITIES

Prices to keep increasing

Threats from other product categories

Positive prospects for online sales

##### CATEGORY DATA

Table 1 Sales of Retail Adult Incontinence by Category: Value 2017-2022

Table 2 Sales of Retail Adult Incontinence by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Retail Adult Incontinence: % Value 2018-2022

Table 4 LBN Brand Shares of Retail Adult Incontinence: % Value 2019-2022

Table 5 Forecast Sales of Retail Adult Incontinence by Category: Value 2022-2027

Table 6 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2022-2027

#### TISSUE AND HYGIENE IN ROMANIA

##### EXECUTIVE SUMMARY

Tissue and hygiene in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

##### MARKET INDICATORS

Table 7 Birth Rates 2017-2022

Table 8 Infant Population 2017-2022

Table 9 Female Population by Age 2017-2022

Table 10 Total Population by Age 2017-2022

Table 11 Households 2017-2022

Table 12 Forecast Infant Population 2022-2027

Table 13 Forecast Female Population by Age 2022-2027

Table 14 Forecast Total Population by Age 2022-2027

Table 15 Forecast Households 2022-2027

##### MARKET DATA

Table 16 □Retail Sales of Tissue and Hygiene by Category: Value 2017-2022

Table 17 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022

Table 18 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022

Table 19 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022

Table 20 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022

Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022

Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027

Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

**Retail Adult Incontinence in Romania**

Market Direction | 2023-03-08 | 21 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-19
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)