

Retail Tissue in Romania

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

AVAILABLE LICENSES:

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

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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Retail Tissue in Romania
Euromonitor International
March 2023

List Of Contents And Tables

RETAIL TISSUE IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Retail tissue becoming more expensive

Daring marketing raises eyebrows

Private labels occupy a more central place

PROSPECTS AND OPPORTUNITIES

Looming supply chain issues

Sustainable brands to be more successful

Manufacturers investing in energy saving

CATEGORY DATA

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

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

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

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

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

Table 6 Forecast Retail Sales of Tissue 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

Retail Tissue in Romania

Market Direction | 2023-03-08 | 22 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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-03
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com