

Nappies/Diapers/Pants in Romania

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

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Report description:

Even though fertility rates are declining in Romania, the value sales of nappy/diapers/pants continued to increase in 2022, mostly due to rising consumer affluence and sophistication. The growth was stronger in value terms than volume terms, not only due to premiumisation but also due to high inflation. Unit prices increased across the entire category, mostly due to rising energy prices and the costs of raw materials. In terms of premiumisation, the fall in fertility rates is serving to encourag...

Euromonitor International's Nappies/Diapers/Pants 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: Disposable Pants, Nappies/Diapers.

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

Why buy this report?

- * Get a detailed picture of the Nappies/Diapers/Pants 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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