

Baby and Child-Specific Products in Romania

Market Direction | 2023-05-09 | 23 pages | Euromonitor

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Report description:

Baby and child-specific products recorded a positive value sales performance in constant price terms over the course of 2022 as parents were more prepared to spend money on beauty and personal care products that are designed specifically for the needs of their babies and children. However, growth rates were under pressure during the year and the category was unable to realise its full potential as there were various background situations and trends putting downwards pressure on sales growth. The...

Euromonitor International's Baby and Child-specific Products 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. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

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

Why buy this report?

- * Get a detailed picture of the Baby and Child-specific Products 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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The proliferation of baby specialist online retailers boosts e-commerce sales

Private label gains ground as consumers prioritise value for money

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Private label set to thrive as consumers look to cut costs wherever possible

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