

## **Bath and Shower in Romania**

Market Direction | 2023-05-09 | 22 pages | Euromonitor

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### **Report description:**

Hand sanitisers had another very challenging year during 2022 as demand for these products continued to plummet during the post-pandemic era. Hand sanitisers were virtually unknown in Romania prior to the onset of the COVID-19 pandemic and sales soared during 2020 as consumers looked to minimise the risk of coming to contact with the COVID-19 virus. However, with the threat of contagion having fallen substantially over the course of 2021 and into 2022, demand for hand sanitisers has come under e...

Euromonitor International's Bath and Shower 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: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- \* Get a detailed picture of the Bath and Shower 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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Modern chained retail formats increasingly preferred for convenience and value

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