

Childrenswear in Romania

Market Direction | 2023-11-09 | 19 pages | Euromonitor

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Report description:

Romanian consumers are showing a tendency to be more frugal in the context of high inflation with rising prices for raw materials and final products. This was reflected in a slight deceleration of the volume trend in 2023, though growth remained positive. The category benefits from the fact that parents are willing to spend larger amounts of money on their children than on themselves and are more preoccupied with product quality. There is also an ongoing brand diversification within the category...

Euromonitor International's Childrenswear 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 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- * Get a detailed picture of the Childrenswear 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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Table of Contents:

Childrenswear in Romania
Euromonitor International
November 2023

List Of Contents And Tables

CHILDRENSWEAR IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Parents are willing to spend more for good quality products

Licensing - a key trend for the category

Pepco retains lead in childrenswear

PROSPECTS AND OPPORTUNITIES

Growth dampened by population ageing but boosted by premiumisation

Demand for childrenswear to follow a seasonal pattern

Room for growth for private labels

CATEGORY DATA

Table 1 Sales of Childrenswear by Category: Volume 2018-2023

Table 2 Sales of Childrenswear by Category: Value 2018-2023

Table 3 Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 4 Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Childrenswear: % Value 2019-2023

Table 6 LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 7 Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 8 Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 9 Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 10 □Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

APPAREL AND FOOTWEAR IN ROMANIA

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 11 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 12 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 13 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 14 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 15 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 16 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 17 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 18 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 19 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 20 □Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 21 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

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Table 22 □ Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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