

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.

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Pepco retains lead in childrenswear

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