

Air Treatment Products in Romania

Market Direction | 2024-01-04 | 39 pages | Euromonitor

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Report description:

Air treatment products is the winner in 2023, showing the strongest retail volume growth across the consumer appliances categories. This growth is being stimulated by a rising number of heatwaves in the country and increasingly crowded (and hot) cities. As such, air treatment products have a stronger presence in urban areas, where people live mostly in apartments, whereas the adoption of such products is lower in less populated areas.

Euromonitor International's Air Treatment 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 2019-2023, 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, format trends or distribution issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Air Purifiers, Cooling, Dehumidifiers, Humidifiers.

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

Why buy this report?

- * Get a detailed picture of the Air Treatment 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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Table of Contents:

Air Treatment Products in Romania

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List Of Contents And Tables

AIR TREATMENT PRODUCTS IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Air treatment products is the big winner in 2023

Multifunctional heating/cooling air treatment products attract attention

Air purifiers remain in-demand with "germophobic" consumers

PROSPECTS AND OPPORTUNITIES

Climate change will continue to support sales, as consumers seek to regulate the temperatures in their homes

Energy efficiency will remain a key factor in consumers' purchasing decisions

Product innovation and premiumisation set to support ongoing sales

CATEGORY DATA

Table 1 Sales of Air Treatment Products by Category: Volume 2018-2023

Table 2 Sales of Air Treatment Products by Category: Value 2018-2023

Table 3 Sales of Air Treatment Products by Category: % Volume Growth 2018-2023

Table 4 Sales of Air Treatment Products by Category: % Value Growth 2018-2023

Table 5 Sales of Air Conditioners by Smart Appliances: % Volume 2019-2023

Table 6 NBO Company Shares of Air Treatment Products: % Volume 2019-2023

Table 7 LBN Brand Shares of Air Treatment Products: % Volume 2020-2023

Table 8 Distribution of Air Treatment Products by Format: % Volume 2018-2023

Table 9 Production of Air Conditioners: Total Volume 2018-2023

Table 10 □Forecast Sales of Air Treatment Products by Category: Volume 2023-2028

Table 11 □Forecast Sales of Air Treatment Products by Category: Value 2023-2028

Table 12 □Forecast Sales of Air Treatment Products by Category: % Volume Growth 2023-2028

Table 13 □Forecast Sales of Air Treatment Products by Category: % Value Growth 2023-2028

CONSUMER APPLIANCES IN ROMANIA

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 14 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 15 Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 16 Sales of Consumer Appliances by Category: Volume 2018-2023

Table 17 Sales of Consumer Appliances by Category: Value 2018-2023

Table 18 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 19 Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

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Table 21	Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
Table 22	Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
Table 23	□Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
Table 24	□Sales of Small Appliances by Category: Volume 2018-2023
Table 25	□Sales of Small Appliances by Category: Value 2018-2023
Table 26	□Sales of Small Appliances by Category: % Volume Growth 2018-2023
Table 27	□Sales of Small Appliances by Category: % Value Growth 2018-2023
Table 28	□NBO Company Shares of Major Appliances: % Volume 2019-2023
Table 29	□LBN Brand Shares of Major Appliances: % Volume 2020-2023
Table 30	□NBO Company Shares of Small Appliances: % Volume 2019-2023
Table 31	□LBN Brand Shares of Small Appliances: % Volume 2020-2023
Table 32	□Distribution of Major Appliances by Format: % Volume 2018-2023
Table 33	□Distribution of Small Appliances by Format: % Volume 2018-2023
Table 34	□Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
Table 35	□Forecast Sales of Consumer Appliances by Category: Value 2023-2028
Table 36	□Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
Table 37	□Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
Table 38	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
Table 39	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
Table 40	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
Table 41	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
Table 42	□Forecast Sales of Small Appliances by Category: Volume 2023-2028
Table 43	□Forecast Sales of Small Appliances by Category: Value 2023-2028
Table 44	□Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
Table 45	□Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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