

Dishwashers in Romania

Market Direction | 2024-01-04 | 37 pages | Euromonitor

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Report description:

Dishwashers buck the general category trend of major appliances by achieving decent volume sales in 2023. This is attributed to the category being quite new in Romania, with low penetration. Beko (SC Arctic SA) is the most prominent brand, with Whirlpool (Whirlpool Romania SRL) as the only other brand with double-digit shares - beyond which the category is fragmented. A further factor supporting sales is that many consumers are investing in their kitchens instead of spending on out-of-home activ...

Euromonitor International's Dishwashers 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: Built-in Dishwashers, Freestanding Dishwashers.

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

Why buy this report?

- * Get a detailed picture of the Dishwashers 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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Euromonitor International
January 2024

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Dishwashers buck volume slump trend thanks to category still being relatively new

Rising focus on efficient cleaning with low energy consumption

Co-branding proves to be a successful strategy to stimulate sales, such as seen with Electrolux and Fairy

PROSPECTS AND OPPORTUNITIES

Bright future ahead for dishwashers, thanks to scope for further penetration

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