

Laundry Care in Romania

Market Direction | 2024-02-22 | 24 pages | Euromonitor

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Report description:

In 2023, laundry care registered a modest overall decline in retail volume terms, although some categories, such as tablet detergents and liquid detergents, spot and stain removers and "other" laundry aids saw increases. The decline in the largest categories, fabric softeners and powder detergents, hurt the overall performance. Moreover, the overall performance can be read as a stabilisation of demand following strong growth in the wake of the COVID-19 crisis in 2020 and 2021. Thus, 2023 retail...

Euromonitor International's Laundry Care in Romania market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), 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, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

- * Get a detailed picture of the Laundry Care 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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