

Nappies/Diapers/Pants in Romania

Market Direction | 2024-03-11 | 22 pages | Euromonitor

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Report description:

The persistently high inflation rates in 2023 prompted Romanian consumers to adjust their purchasing behaviour, adopting a more cautious approach towards nappies/diapers/pants. With the economic landscape presenting challenges, consumers sought greater value for their money, leading to a heightened interest in promotions and special offers within the category. Larger pack formats gained traction as consumers explored avenues such as Internet retailing, where such formats are more prevalent, to o...

Euromonitor International's Nappies/Diapers/Pants 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, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Disposable Pants, Nappies/Diapers.

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

Why buy this report?

- * Get a detailed picture of the Nappies/Diapers/Pants 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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