

**Retail Tissue in Romania**

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

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**Report description:**

Inflation in 2023 influenced Romanians' shopping behaviour for retail tissue. Unit prices continued to rise due to increased costs associated with raw materials and energy, as well as the trend towards premiumisation. This led to further polarisation in pack sizes, with both large and small packaging seeing increased adoption. Consumers became more cautious in their purchasing decisions, seeking out special offers and discounts and displaying less flexibility in their choices. In response to con...

Euromonitor International's Retail Tissue 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: Facial Tissues, Paper Tableware, Paper Towels, Toilet Paper.

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

**Why buy this report?**

- \* Get a detailed picture of the Retail Tissue 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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