

Wipes in Romania

Market Direction | 2024-03-11 | 24 pages | Euromonitor

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Report description:

The prevailing economic landscape in Romania in 2023 was characterised by persistent inflationary pressures, exerting upward pressure on unit prices across various product categories, including wipes. Rising costs associated with raw materials and energy prices have impacted both consumers and manufacturers, compelling producers to adjust their pricing strategies to maintain profitability. In this environment, private label has experienced significant growth, capitalising on their ability to off...

Euromonitor International's Wipes 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: Home Care Wipes and Floor Cleaning Systems, Personal Wipes.

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

Why buy this report?

- * Get a detailed picture of the Wipes 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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