

Baby and Child-Specific Products in Romania

Market Direction | 2024-05-08 | 23 pages | Euromonitor

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Report description:

Maintaining the trend seen in the previous two years, baby and child-specific products maintained solid retail volume growth in Romania in 2023, along with double-digit current value growth as prices rose. This category remains a priority for companies, given the increased attention paid by many parents to the quality and safety of products intended for use on their children. They are becoming more willing to spend significant amounts on their children, and premium baby and child-specific produc...

Euromonitor International's Baby and Child-specific Products 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

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

Why buy this report?

- * Get a detailed picture of the Baby and Child-specific Products 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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Farmec launches a new brand in baby and child-specific products

Multinationals lead, and private label share low due to target consumer group

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Dynamic growth set to continue, driven by baby wipes

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Despite strong growth for premium products, most consumers will still buy mass

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