

Homewares in Romania

Market Direction | 2024-06-06 | 21 pages | Euromonitor

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Report description:

Dinnerware and beverageware experienced growth in 2023 in current value terms which was attributed in part to a notable shift among Romanians towards premium products. The shift towards premium products, particularly in categories such as food storage, dinnerware, and beverageware, reflects a growing preference for glass over plastic. This preference is being driven by factors such as perceived quality, aesthetic appeal, environmental concerns, and considerations for health and safety. Concerns...

Euromonitor International's Homewares in Romania report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2028 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Dining, Kitchen.

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

Why buy this report?

- * Get a detailed picture of the Homewares 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International
June 2024

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Tefal partners with top culinary influencer to engage home cooks and food enthusiasts in Romania

Chained grocery retailers expand their range of private label products as online sales continue to grow

PROSPECTS AND OPPORTUNITIES

Demand for homewares linked to the housing market and the economy

More shoppers expected to turn to e-commerce while grocery retailers could benefit from attractive private label offerings

Food storage and beverage ware set to benefit from evolving trends

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SOURCES

Summary 1 Research Sources

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