

Home Care Packaging in Romania

Market Direction | 2024-07-24 | 9 pages | Euromonitor

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Report description:

Within the Romanian home care market, HDPE bottles continued to be the most widely-used packaging format in unit volume terms in 2023. These high-density polyethylene containers offer a combination of durability and chemical resistance. Brands such as Perfect Clean or Gospodina use HDPE bottles for packaging their extensive range of household cleaning products. For a wide range of products, including liquid detergents, disinfectants or surface cleaners, HDPE ensures product integrity during stor...

Euromonitor International's Home Care Packaging in Romania report offers insight into key trends and developments driving packaging across the category.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

- * Get a detailed picture of the Home Care Packaging 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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HOME CARE PACKAGING IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

HDPE bottles the leading pack type in home care due to their durability and cost-effectiveness

Large pack sizes favoured due to value and household needs

Controlled application boosting usage of squeezable plastic tubes in home insecticides

PROSPECTS AND OPPORTUNITIES

PPWR and eco-trends reshaping Romania's home care packaging

Thin wall plastic containers to gain share in surface care due to their cost-effectiveness

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