

## **Childrenswear in Romania**

Market Direction | 2024-12-09 | 19 pages | Euromonitor

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### **Report description:**

With lifestyle shifts and changing consumer habits, Romanian parents are spending more on high-quality, branded childrenswear. Parents are drawn to trusted brands that ensure both style and durability, making childrenswear one of the most dynamic categories in apparel and footwear. This shift also reflects the rising influence of kids' preferences on brand choice, which is in turn shaped by exposure to social media and brand awareness from an earlier age. Children are showing higher brand attach...

Euromonitor International's Childrenswear 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 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- \* Get a detailed picture of the Childrenswear 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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