

## **Air Care in Romania**

Market Direction | 2025-02-05 | 17 pages | Euromonitor

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### **Report description:**

Air care saw a significant increase in retail value sales in current terms in Romania in 2024. Following consecutive years of high inflation and declining living standards, Romanian consumers have become more cautious in their spending. In 2023 and 2024, impulse consumption of air care declined, in numerous cases Romanian consumers postponed their purchases until their desired products were discounted in sales. It is now common for consumers to wait for the next wave of discounts until they make...

Euromonitor International's Air Care in Romania market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), 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, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Air Fresheners.

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

Why buy this report?

- \* Get a detailed picture of the Air Care 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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