

## Bleach in Romania

Market Direction | 2025-02-05 | 16 pages | Euromonitor

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### Report description:

Bleach saw retail value sales stagnate in Romania in 2024. While bleach had a resurgence during the COVID-19 crisis as it was perceived to be a highly effective sanitiser, volume sales declined in the final three years of the review period. Indeed, volume sales fell below the levels seen immediately before the outbreak of COVID-19. The same preoccupation with health and wellness that drove sales during the pandemic is now exerting a negative impact on the demand for bleach. These products are pe...

Euromonitor International's Bleach 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.

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

### Why buy this report?

- \* Get a detailed picture of the Bleach 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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### Table of Contents:

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## List Of Contents And Tables

### BLEACH IN ROMANIA

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Poor performance for bleach in 2024

Ace - category's adaptable leader

Internet sales are growing

#### PROSPECTS AND OPPORTUNITIES

Projected decline for bleach

Macroeconomic threats for the category

Going green

#### CATEGORY DATA

Table 1 Sales of Bleach: Value 2019-2024

Table 2 Sales of Bleach: % Value Growth 2019-2024

Table 3 NBO Company Shares of Bleach: % Value 2020-2024

Table 4 LBN Brand Shares of Bleach: % Value 2021-2024

Table 5 Forecast Sales of Bleach: Value 2024-2029

Table 6 Forecast Sales of Bleach: % Value Growth 2024-2029

### HOME CARE IN ROMANIA

#### EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

#### MARKET INDICATORS

Table 7 Households 2019-2024

#### MARKET DATA

Table 8 Sales of Home Care by Category: Value 2019-2024

Table 9 Sales of Home Care by Category: % Value Growth 2019-2024

Table 10 NBO Company Shares of Home Care: % Value 2020-2024

Table 11 LBN Brand Shares of Home Care: % Value 2021-2024

Table 12 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 13 Distribution of Home Care by Format: % Value 2019-2024

Table 14 Distribution of Home Care by Format and Category: % Value 2024

Table 15 Forecast Sales of Home Care by Category: Value 2024-2029

Table 16 Forecast Sales of Home Care by Category: % Value Growth 2024-2029

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#### SOURCES

Summary 1 Research Sources

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