

Dishwashing in Romania

Market Direction | 2025-02-05 | 18 pages | Euromonitor

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Report description:

Dishwashing saw current value growth in Romania in 2024. The category registered soaring unit price increases in 2023, but the trend slowed down in 2024. The evolution was both a result of rising costs for raw materials and energy and a waterbed effect of price capping on some food products. In this context, numerous consumers turned to less expensive products. Private labels registered healthy growth, being perceived as a budget friendly alternative to the key dishwashing brands. In addition, c...

Euromonitor International's Dishwashing 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: Automatic Dishwashing, Hand Dishwashing.

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

Why buy this report?

- * Get a detailed picture of the Dishwashing 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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