

Dishwashing in Romania

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

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

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.

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Dishwashing in Romania
Euromonitor International
February 2025

List Of Contents And Tables

DISHWASHING IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong unit price increases for dishwashing

Discounting reigns supreme

Marketing efforts pay off

PROSPECTS AND OPPORTUNITIES

Implications of health and wellness trends

Good prospects for automatic dishwashing

Towards a sustainable approach

CATEGORY INDICATORS

Table 1 Household Possession of Dishwashers 2019-2024

CATEGORY DATA

Table 2 Sales of Dishwashing by Category: Value 2019-2024

Table 3 Sales of Dishwashing by Category: % Value Growth 2019-2024

Table 4 NBO Company Shares of Dishwashing: % Value 2020-2024

Table 5 LBN Brand Shares of Dishwashing: % Value 2021-2024

Table 6 Forecast Sales of Dishwashing by Category: Value 2024-2029

Table 7 Forecast Sales of Dishwashing by Category: % 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 8 Households 2019-2024

MARKET DATA

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

Table 10 Sales of Home Care by Category: % Value Growth 2019-2024

Table 11 NBO Company Shares of Home Care: % Value 2020-2024

Table 12 LBN Brand Shares of Home Care: % Value 2021-2024

Table 13 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 14 Distribution of Home Care by Format: % Value 2019-2024

Table 15 Distribution of Home Care by Format and Category: % Value 2024

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

Table 17 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Dishwashing in Romania

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-26
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com