

Home Care in Romania

Market Direction | 2025-02-05 | 63 pages | Euromonitor

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Report description:

Home care saw retail value sales rise in Romania in 2024, while volume sales stagnated. The price cap on food products generated a waterbed effect that was reflected in soaring unit price increases for laundry care and dishwashing in 2023. However, inflation was less of a factor in 2024, despite the country exhibiting one of the highest rates of inflation in the EU. Despite improvements, consumers maintained a cautious approach when shopping and relied heavily on special offers and discounts. Wh...

Euromonitor International's Home 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 Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

- * Get a detailed picture of the Home 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

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reliable information resources to help drive informed strategic planning.

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