

## **Surface Care in Romania**

Market Direction | 2025-02-05 | 21 pages | Euromonitor

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### **Report description:**

Surface care recorded growth in both value and volume terms in Romania in 2024, stimulated by innovation, a wide range of prices, and aggressive marketing. Unit prices registered strong growth in 2023, mostly due to a waterbed effect generated by price capping for food products. However, unit price growth was less dramatic in 2024. As surface care is becoming increasingly competitive (both in terms of companies present and the number of SKUs on offer), market players are focusing more on areas o...

Euromonitor International's Surface 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: Bathroom Cleaners, Descalers, Drain Openers, Floor Cleaners, Home Care Disinfectants, Home Care Wipes and Floor Cleaning Systems, Kitchen Cleaners, Multi-Purpose Cleaners, Oven Cleaners, Scouring Agents, Window/Glass Cleaners.

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

Why buy this report?

- \* Get a detailed picture of the Surface 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.

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