

## **Toilet Care in Romania**

Market Direction | 2025-02-05 | 17 pages | Euromonitor

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### **Report description:**

Toilet care saw current value growth in Romania in 2024, with the category also maintaining a healthy volume performance in the market. This performance was supported by the easing of inflation and recovering consumer purchasing power. Nevertheless, Romanian consumers remained cautious in their approach to spending and some consumers continued to show high levels of price sensitivity. On the other hand, premiumisation remains a growing trend in Romania, with numerous consumers embracing products...

Euromonitor International's Toilet 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: In-Cistern Devices, ITBs, Toilet Care Tablets/Powders, Toilet Cleaning Systems, Toilet Liquids/Foam.

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

### **Why buy this report?**

- \* Get a detailed picture of the Toilet 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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reliable information resources to help drive informed strategic planning.

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