

Home Care in Romania

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Abstracts

High inflation continued to exert strong pressure on the demand for home care in Romania in 2023, with retail current unit prices rising across all categories. Increases in the costs of raw materials and utilities put pressure on manufacturers, leading them to transfer part of the higher operating costs onto consumers. Thus, price promotions and discounts as well as special offers remained key ways to attract budget-conscious consumers. Despite inflationary pressure on purchasing power, many con...

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 2028 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 reliable information resources to help drive informed strategic planning.

Contents

Home Care in Romania
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LIST OF CONTENTS AND TABLES

HOME CARE IN ROMANIA
EXECUTIVE SUMMARY
Home care in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 1 Households 2018-2023

MARKET DATA

Table 2 Sales of Home Care by Category: Value 2018-2023

Table 3 Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 NBO Company Shares of Home Care: % Value 2019-2023

Table 5 LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 Distribution of Home Care by Format: % Value 2018-2023

Table 8 Distribution of Home Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Home Care by Category: Value 2023-2028

Table 10 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

LAUNDRY CARE IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume sales continue to stabilise for laundry care
Inflation hurts the demand for liquid fabric softeners but innovation continues

Intensive product innovation within laundry care

PROSPECTS AND OPPORTUNITIES

Consumers to seek specialised solutions

Compacting trend to gain momentum

Unilever to close Romanian factory

CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2018-2023

CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2018-2023

Table 13 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 14 Sales of Laundry Aids by Category: Value 2018-2023

Table 15 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 16 Sales of Laundry Detergents by Category: Value 2018-2023

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 18 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 19 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 20 NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 21 LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 22 NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 23 LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 24 Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 25 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

DISHWASHING IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dishwashing retail volume sales continue to grow as dishwasher possession rises

Consumers demand products that are effective in cold water

Private label develops apace in dishwashing

PROSPECTS AND OPPORTUNITIES

Bright outlook for dishwashing in Romania

Dishwashing to see product improvements

Rising interest in sustainable and gentle products

CATEGORY INDICATORS

Table 26 Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 27 Sales of Dishwashing by Category: Value 2018-2023

Table 28 Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 29 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 30 LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 31 Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 32 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

SURFACE CARE IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers are reluctant to compromise on quality when purchasing surface care products

Multi-purpose cleaners dominates, but specific surface care solutions gain traction

Consumers welcome more modern and sustainable products

PROSPECTS AND OPPORTUNITIES

Focus on product innovation in the forecast period

Romanian consumers to demand more ergonomic and eco-friendly surface care products

Specialised cleaning solutions to continue to gain momentum

CATEGORY DATA

Table 33 Sales of Surface Care by Category: Value 2018-2023

Table 34 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 35 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 37 NBO Company Shares of Surface Care: % Value 2019-2023

Table 38 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 39 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 40 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 41 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 42 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

BLEACH IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Negative retail volume sales performance for bleach in 2023

Substitution and cannibalisation trends harm bleach

Higher unit prices erode a key competitive advantage for bleach

PROSPECTS AND OPPORTUNITIES

Gloomy outlook for bleach

Innovating to stay alive

Private label and retail e-commerce to gain traction

CATEGORY DATA

Table 43 Sales of Bleach: Value 2018-2023

Table 44 Sales of Bleach: % Value Growth 2018-2023

Table 45 NBO Company Shares of Bleach: % Value 2019-2023

Table 46 LBN Brand Shares of Bleach: % Value 2020-2023

Table 47 Forecast Sales of Bleach: Value 2023-2028

Table 48 Forecast Sales of Bleach: % Value Growth 2023-2028

TOILET CARE IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

More modern liquid formats keep toilet care afloat

Continuous innovation through fragrances

Retail e-commerce continues to develop as a channel for toilet care

PROSPECTS AND OPPORTUNITIES

Move towards modern, premium toilet care

Safer and eco-friendly products to enjoy growing retail space and demand

Good prospects for private label

CATEGORY DATA

Table 49 Sales of Toilet Care by Category: Value 2018-2023

Table 50 Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 51 NBO Company Shares of Toilet Care: % Value 2019-2023

Table 52 LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 53 Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 54 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

POLISHES IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shrinking sales amid substitution and economic difficulties

Continuous decline for shoe polish as consumer footwear preferences change

Changing furniture demands impact polishes negatively

PROSPECTS AND OPPORTUNITIES

The online channel offers a bright spot amid a gloomy outlook for polishes

Floor polish to benefit from home renovations as the economy recovers

Out-of-home lifestyles offer some respite, but prevailing fashions trends are against shoe polish

CATEGORY DATA

Table 55 Sales of Polishes by Category: Value 2018-2023

Table 56 Sales of Polishes by Category: % Value Growth 2018-2023

Table 57 NBO Company Shares of Polishes: % Value 2019-2023

Table 58 LBN Brand Shares of Polishes: % Value 2020-2023

Table 59 Forecast Sales of Polishes by Category: Value 2023-2028

Table 60 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

AIR CARE IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive performance continues for air care amid the desire for a pleasant home environment

Liquid air fresheners rides rapid development in brands, fragrances and distribution to post strong growth in demand

Consumers welcome new fragrances

PROSPECTS AND OPPORTUNITIES

Product development and growing awareness and availability offer positive outlook for air care

Significant developments to impact air care offer and distribution

Local consumers' taste for modern products to stimulate liquid and electric air fresheners

CATEGORY DATA

Table 61 Sales of Air Care by Category: Value 2018-2023

Table 62 Sales of Air Care by Category: % Value Growth 2018-2023

Table 63 NBO Company Shares of Air Care: % Value 2019-2023

Table 64 LBN Brand Shares of Air Care: % Value 2020-2023

Table 65 Forecast Sales of Air Care by Category: Value 2023-2028

Table 66 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

HOME INSECTICIDES IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fear of bed-bugs stimulates retail volume sales in 2023

Electric insecticides rides premiumisation trend

Health and safety grows in importance in new product development and marketing

PROSPECTS AND OPPORTUNITIES

Home insecticides to maintain development and growth trajectories

Insecticide coils to enjoy differentiation appeal

Manufacturers and the authorities are set to react to the changing environment

CATEGORY DATA

Table 67 Sales of Home Insecticides by Category: Value 2018-2023

Table 68 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 69 Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

Table 70 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 71 LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 72 Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 73 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

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