

# Home Care Packaging in Romania

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Date: May 2022

Pages: 10

Price: US\$ 990.00 (Single User License)

ID: H3A6AEB7A94EN

## Abstracts

COVID-19 bolstered the interest of Romanians in home care products, with an increased focus on health and hygiene. As people sought products with antibacterial and sanitising features, laundry care was one of the categories that was benefiting from this. As such, packaging unit volumes of key pack type like HDPE bottles and other plastic bottles containers used in laundry care rose notably in 2021, as they had already done in 2020, and are also expected to do so again in 2022.

Euromonitor International's Home Care Packaging in Romania report offers insight into key trends and developments driving packaging across the category.

**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 Packaging 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.

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#### 2021 DEVELOPMENTS

Heightened cleaning regimes still driving unit packaging volumes in laundry and surface care

Dishwashing and toilet care benefit from more time spent at home during the pandemic

Green packaging developments seen despite the upheaval experienced during the pandemic

#### PROSPECTS AND OPPORTUNITIES

Health, hygiene and sustainability concerns will boost demand for high-end home care products

EU Plastic Tax implemented in Romania, with the country also introducing a bottle deposit system

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