

# Homewares in Romania

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## Abstracts

Dinnerware and beverageware experienced growth in 2023 in current value terms which was attributed in part to a notable shift among Romanians towards premium products. The shift towards premium products, particularly in categories such as food storage, dinnerware, and beverageware, reflects a growing preference for glass over plastic. This preference is being driven by factors such as perceived quality, aesthetic appeal, environmental concerns, and considerations for health and safety. Concerns...

Euromonitor International's Homewares in Romania report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2028 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Dining, Kitchen.

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

Why buy this report?

Get a detailed picture of the Homewares 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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