

Home Care Packaging in Romania

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Abstracts

Liquid and tablet detergents were products within laundry care seeing a strong development in volume sales terms in Romania in 2022. In keeping with the growing complexity of consumers and their need for increasingly innovative products, several structural changes in laundry care products stood out. The recommended pack doses decreased, particularly in the case of liquid detergents, due to the increased demand for compact formats and designs.

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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Plastic pouches continue to record strong growth in dishwashing even as overall category sales normalise in 2022

Consumers spending more time at home driving growth in air care

PROSPECTS AND OPPORTUNITIES

Sales of eco-friendly pack types are expected to grow over the forecast period
Sales of air care products expected to see strong growth over the forecast period

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