

## Kitchen Towels - Romania

URL:	<a href="https://marketpublishers.com/r/K6B2A311637EN.html">https://marketpublishers.com/r/K6B2A311637EN.html</a>
Date:	June 23, 2010
Pages:	28
Price:	US\$ 990.00
ID:	K6B2A311637EN

The concept of kitchen towels is relatively new in Romania thus over the review period it continued to benefit from novelty status. Also, as it became more established towards the end of the review period, products in this category started to be seen as indispensable in high-income urban households. However, in small towns and rural locations, these products were considered as superfluous to requirements among consumers, especially low-income consumers, who continued to use cloths.

Euromonitor International's Kitchen Towels in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, 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, distribution or pricing issues. Forecasts to 2014 illustrate how the market is set to change.

**Product coverage:** Boxed Facial Tissues, Disposable Pants, Economy Toilet Paper, Feminine Hygiene Wipes, Household Care Wipes and Floor Cleaning Systems, Light Incontinence, Luxury Toilet Paper, Moderate/Heavy Incontinence, Napkins, Nappies/Diapers, Personal Wipes, Pocket Handkerchiefs, Recycled Toilet Paper, Sanitary Protection Excluding Feminine Hygiene Wipes, Standard Toilet Paper, Tablecloths

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

### Why buy this report?

- Get a detailed picture of the Tissue and Hygiene industry;
- 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 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Table of Content

### Executive Summary

Global Financial Crisis Has Negative Impact in 2009

Consumer Lifestyles in 2009 Characterised by Modernism and Tradition

Procter & Gamble Marketing SRL Continues To Lead in 2009

Expansion of Large Grocery Retailers Boosts Consumer Interest

the Slow Recovery Will Lead To Modest Forecast Growth

Key Trends and Developments

Manufacturers Lean Upon Branded Products To Resist the Crisis

the Global Financial Crisis Has Varied Effects in 2009

Expansion of Large Grocery Retailers Leads To Changes in Purchasing Habits

Ageing Population Has Strong Impact on Consumption

Rural Locations Possess Significant Growth Potential

Market Indicators

Table 1 Birth Rates 2004-2009

Table 2 Infant Population 2004-2009

Table 3 Female Population by Age 2004-2009

Table 4 Total Population by Age 2004-2009

Table 5 Households 2004-2009

Table 6 Forecast Infant Population 2009-2014

Table 7 Forecast Female Population by Age 2009-2014

Table 8 Forecast Total Population by Age 2009-2014

Table 9 Forecast Households 2009-2014

Market Data

Table 10 Retail Sales of Tissue and Hygiene by Sector: Value 2004-2009

Table 11 Retail Sales of Tissue and Hygiene by Sector: % Value Growth 2004-2009

Table 12 Retail Sales of Tissue and Hygiene by Distribution Format: % Analysis 2004-2009

Table 13 Retail Sales of Tissue and Hygiene by Sector and Distribution Format: % Analysis 2009

Table 14 Forecast Retail Sales of Tissue and Hygiene by Sector: Value 2009-2014

Table 15 Forecast Retail Sales of Tissue and Hygiene by Sector: % Value Growth 2009-2014

Definitions

Summary 1 Research Sources

Asil SRL

Strategic Direction

Key Facts

Summary 2 Asil SRL: Key Facts

Summary 3 Asil SRL: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 4 Asil SRL: Competitive Position 2009

Comceh SA

Strategic Direction

Key Facts

Summary 5 Comceh SA: Key Facts

Summary 6 Comceh SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 7 Comceh SA: Competitive Position 2009

Monte Bianco SA

Strategic Direction

Key Facts

Summary 8 Monte Bianco SA: Key Facts

Summary 9 Monte Bianco SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 10 Monte Bianco SA: Competitive Position 2009

Paper Plus SRL

Strategic Direction

**Key Facts**

Summary 11 Paper Plus SRL: Key Facts

Summary 12 Paper Plus SRL: Operational Indicators

**Company Background****Production****Competitive Positioning****Pehart SA****Strategic Direction****Key Facts**

Summary 13 Pehart SA: Key Facts

Summary 14 Pehart SA: Operational Indicators

**Company Background****Production****Competitive Positioning**

Summary 15 Pehart SA: Competitive Position 2009

**Vrancart SA****Strategic Direction****Key Facts**

Summary 16 Vrancart SA: Key Facts

Summary 17 Vrancart SA: Operational Indicators

**Company Background****Production****Competitive Positioning**

Summary 18 Vrancart SA: Competitive Position 2009

**Headlines****Trends****Competitive Landscape****Prospects****Category Data**

Table 16 Retail Sales of Kitchen Towels: Value 2004-2009

Table 17 Retail Sales of Kitchen Towels: % Value Growth 2004-2009

Table 18 Kitchen Towels Retail Company Shares 2005-2009

Table 19 Kitchen Towels Retail Brand Shares 2006-2009

Table 20 Forecast Retail Sales of Kitchen Towels: Value 2009-2014

Table 21 Forecast Retail Sales of Kitchen Towels: % Value Growth 2009-2014

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