

Menstrual Care in Romania

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Abstracts

Despite the challenging economic climate, the demand for menstrual care products in Romania saw a steady increase in both value and volume sales throughout 2023. This growth can be attributed to a more educated and informed consumer base, which is increasingly aware of the diverse range of product options available. Romanian consumers are becoming more discerning, prioritising products that offer both effectiveness and comfort while also being mindful of their health and environmental impact. In...

Euromonitor International's Menstrual Care 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Menstrual Care Including Intimate Wipes, Pantyliners, Tampons, Towels.

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

Why buy this report?

Get a detailed picture of the Menstrual 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

Menstrual Care in Romania Euromonitor International March 2024

LIST OF CONTENTS AND TABLES

MENSTRUAL CARE IN ROMANIA KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued growth in sales for menstrual care Rise of private label Embracing innovation PROSPECTS AND OPPORTUNITIES Towards safer and eco-friendlier products Ongoing product diversification Promising future for internet retailing CATEGORY DATA Table 1 Retail Sales of Menstrual Care by Category: Value 2018-2023 Table 2 Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023 Table 3 Retail Sales of Tampons by Application Format: % Value 2018-2023 Table 4 NBO Company Shares of Retail Menstrual Care: % Value 2019-2023 Table 5 LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023 Table 6 Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028 Table 7 Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028 TISSUE AND HYGIENE IN ROMANIA EXECUTIVE SUMMARY Tissue and hygiene in 2023: The big picture

2023 KEY TRENDS

Competitive landscape Retailing developments What next for tissue and hygiene? MARKET INDICATORS

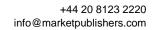




Table 8 Birth Rates 2018-2023

Table 9 Infant Population 2018-2023

Table 10 Female Population by Age 2018-2023

Table 11 Total Population by Age 2018-2023

Table 12 Households 2018-2023

Table 13 Forecast Infant Population 2023-2028

Table 14 Forecast Female Population by Age 2023-2028

Table 15 Forecast Total Population by Age 2023-2028

Table 16 Forecast Households 2023-2028

MARKET DATA

Table 17 Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 18 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 20 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 21 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 22 Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023 Table 23 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028 Table 25 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources



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