

Home Care in Romania

February 2024

Table of Contents

Home Care in Romania

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 1 - Households 2018-2023

MARKET DATA

- Table 2 Sales of Home Care by Category: Value 2018-2023
- Table 3 Sales of Home Care by Category: % Value Growth 2018-2023
- Table 4 NBO Company Shares of Home Care: % Value 2019-2023
- Table 5 LBN Brand Shares of Home Care: % Value 2020-2023
- Table 6 Penetration of Private Label in Home Care by Category: % Value 2018-2023
- Table 7 Distribution of Home Care by Format: % Value 2018-2023
- Table 8 Distribution of Home Care by Format and Category: % Value 2023
- Table 9 Forecast Sales of Home Care by Category: Value 2023-2028
- Table 10 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Air Care in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive performance continues for air care amid the desire for a pleasant home environment

Liquid air fresheners rides rapid development in brands, fragrances and distribution to post strong growth in demand Consumers welcome new fragrances

PROSPECTS AND OPPORTUNITIES

Product development and growing awareness and availability offer positive outlook for air care

Significant developments to impact air care offer and distribution

Local consumers' taste for modern products to stimulate liquid and electric air fresheners

CATEGORY DATA

- Table 11 Sales of Air Care by Category: Value 2018-2023
- Table 12 Sales of Air Care by Category: % Value Growth 2018-2023
- Table 13 NBO Company Shares of Air Care: % Value 2019-2023
- Table 14 LBN Brand Shares of Air Care: % Value 2020-2023
- Table 15 Forecast Sales of Air Care by Category: Value 2023-2028
- Table 16 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

Bleach in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

Negative retail volume sales performance for bleach in 2023

Substitution and cannibalisation trends harm bleach

Higher unit prices erode a key competitive advantage for bleach

PROSPECTS AND OPPORTUNITIES

Gloomy outlook for bleach

Innovating to stay alive

Private label and retail e-commerce to gain traction

CATEGORY DATA

Table 17 - Sales of Bleach: Value 2018-2023

Table 18 - Sales of Bleach: % Value Growth 2018-2023

Table 19 - NBO Company Shares of Bleach: % Value 2019-2023

Table 20 - LBN Brand Shares of Bleach: % Value 2020-2023

Table 21 - Forecast Sales of Bleach: Value 2023-2028

Table 22 - Forecast Sales of Bleach: % Value Growth 2023-2028

Dishwashing in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dishwashing retail volume sales continue to grow as dishwasher possession rises

Consumers demand products that are effective in cold water

Private label develops apace in dishwashing

PROSPECTS AND OPPORTUNITIES

Bright outlook for dishwashing in Romania

Dishwashing to see product improvements

Rising interest in sustainable and gentle products

CATEGORY INDICATORS

Table 23 - Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 24 - Sales of Dishwashing by Category: Value 2018-2023

Table 25 - Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 26 - NBO Company Shares of Dishwashing: % Value 2019-2023

Table 27 - LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 28 - Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 29 - Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

Home Insecticides in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fear of bed-bugs stimulates retail volume sales in 2023

Electric insecticides rides premiumisation trend

Health and safety grows in importance in new product development and marketing

PROSPECTS AND OPPORTUNITIES

Home insecticides to maintain development and growth trajectories

Insecticide coils to enjoy differentiation appeal

Manufacturers and the authorities are set to react to the changing environment

CATEGORY DATA

- Table 30 Sales of Home Insecticides by Category: Value 2018-2023
- Table 31 Sales of Home Insecticides by Category: % Value Growth 2018-2023
- Table 32 Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023
- Table 33 NBO Company Shares of Home Insecticides: % Value 2019-2023
- Table 34 LBN Brand Shares of Home Insecticides: % Value 2020-2023
- Table 35 Forecast Sales of Home Insecticides by Category: Value 2023-2028
- Table 36 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

Laundry Care in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume sales continue to stabilise for laundry care Inflation hurts the demand for liquid fabric softeners but innovation continues Intensive product innovation within laundry care

PROSPECTS AND OPPORTUNITIES

Consumers to seek specialised solutions Compacting trend to gain momentum Unilever to close Romanian factory

CATEGORY INDICATORS

Table 37 - Household Possession of Washing Machines 2018-2023

CATEGORY DATA

- Table 38 Sales of Laundry Care by Category: Value 2018-2023
- Table 39 Sales of Laundry Care by Category: % Value Growth 2018-2023
- Table 40 Sales of Laundry Aids by Category: Value 2018-2023
- Table 41 Sales of Laundry Aids by Category: % Value Growth 2018-2023
- Table 42 Sales of Laundry Detergents by Category: Value 2018-2023
- Table 43 Sales of Laundry Detergents by Category: % Value Growth 2018-2023
- Table 44 NBO Company Shares of Laundry Care: % Value 2019-2023
- Table 45 LBN Brand Shares of Laundry Care: % Value 2020-2023
- Table 46 NBO Company Shares of Laundry Aids: % Value 2019-2023
- Table 47 LBN Brand Shares of Laundry Aids: % Value 2020-2023
- Table 48 NBO Company Shares of Laundry Detergents: % Value 2019-2023
- Table 49 LBN Brand Shares of Laundry Detergents: % Value 2020-2023
- Table 50 Forecast Sales of Laundry Care by Category: Value 2023-2028
- Table 51 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

Polishes in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shrinking sales amid substitution and economic difficulties

Continuous decline for shoe polish as consumer footwear preferences change

Changing furniture demands impact polishes negatively

PROSPECTS AND OPPORTUNITIES

The online channel offers a bright spot amid a gloomy outlook for polishes Floor polish to benefit from home renovations as the economy recovers

Out-of-home lifestyles offer some respite, but prevailing fashions trends are against shoe polish

CATEGORY DATA

- Table 52 Sales of Polishes by Category: Value 2018-2023
- Table 53 Sales of Polishes by Category: % Value Growth 2018-2023
- Table 54 NBO Company Shares of Polishes: % Value 2019-2023
- Table 55 LBN Brand Shares of Polishes: % Value 2020-2023
- Table 56 Forecast Sales of Polishes by Category: Value 2023-2028
- Table 57 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

Surface Care in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers are reluctant to compromise on quality when purchasing surface care products

Multi-purpose cleaners dominates, but specific surface care solutions gain traction

Consumers welcome more modern and sustainable products

PROSPECTS AND OPPORTUNITIES

Focus on product innovation in the forecast period

Romanian consumers to demand more ergonomic and eco-friendly surface care products

Specialised cleaning solutions to continue to gain momentum

CATEGORY DATA

- Table 58 Sales of Surface Care by Category: Value 2018-2023
- Table 59 Sales of Surface Care by Category: % Value Growth 2018-2023
- Table 60 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023
- Table 61 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023
- Table 62 NBO Company Shares of Surface Care: % Value 2019-2023
- Table 63 LBN Brand Shares of Surface Care: % Value 2020-2023
- Table 64 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023
- Table 65 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023
- Table 66 Forecast Sales of Surface Care by Category: Value 2023-2028
- Table 67 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

Toilet Care in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

More modern liquid formats keep toilet care afloat

Continuous innovation through fragrances

Retail e-commerce continues to develop as a channel for toilet care

PROSPECTS AND OPPORTUNITIES

Move towards modern, premium toilet care

Safer and eco-friendly products to enjoy growing retail space and demand

Good prospects for private label

CATEGORY DATA

- Table 68 Sales of Toilet Care by Category: Value 2018-2023
- Table 69 Sales of Toilet Care by Category: % Value Growth 2018-2023
- Table 70 NBO Company Shares of Toilet Care: % Value 2019-2023
- Table 71 LBN Brand Shares of Toilet Care: % Value 2020-2023

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-care-in-romania/report.