



Euromonitor  
International

# Wipes in Romania

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of wipes are driven by rising demand for convenience and affordability  
Europack Media Srl leads wipes, increasing its production capacity  
Hypermarkets lead while health and beauty specialists record strong growth

PROSPECTS AND OPPORTUNITIES

An emphasis on hygiene, busy lifestyles and premiumisation are set to support growth  
Omnichannel strategies and social media marketing is set to support sales of wipes  
Innovation is expected to focus on sustainable wipes and recyclable packaging

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Tissue and Hygiene in Romania - Industry Overview

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DISCLAIMER

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