



Euromonitor
International

Nappies/Diapers/Pants in Romania

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Polarising trends as the search for value is partnered with the rise of premium products
Pampers remains the strongest brand, however, it loses share to private label players
Consumers relying on chained modern retailers that offer deals and discounts

PROSPECTS AND OPPORTUNITIES

The declining birth rate is expected to challenge retail volume sales
The rise of retail e-commerce will support sales of nappies/diapers/pants
Innovation and premiumisation is expected to intensify, boosting value growth

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Tissue and Hygiene in Romania - Industry Overview

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DISCLAIMER

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