

# Home Improvement in Romania

June 2025

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#### 2024 DEVELOPMENTS

Steady consumer investment in renovation and repair projects supports demand Sanex's Cesarom brand benefits from wide distribution and strong reputation Home improvement and gardening chains continue to dominate distribution

## PROSPECTS AND OPPORTUNITIES

Hand tools to remain the most dynamic category

Popularity of wallpaper will continue to fade

Smart home technology and sustainability will gain traction

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## **DISCLAIMER**

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