



Euromonitor
International

Air Care in Romania

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Romanians Increasingly Seek Premium and Wellness-Focused Air Care Solutions

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Air Care

INDUSTRY PERFORMANCE

Romanians Increasingly Seek Premium and Wellness-Focused Air Care Solutions

Local Brands and Private Label Drive Innovation and Market Share

Chart 2 - Local Brand Launches Premium Air Care Experience.

Product Innovation and Packaging Differentiation Gain Importance

Chart 3 - Glade Launches Aromatherapy Reed Diffuser in 2025 in Romania

Chart 4 - Value Sales of Air Care 2020-2030

Chart 5 - Volume Sales of Air Care 2020-2030

Chart 6 - Value Sales of Air Care by Category 2025

WHAT'S NEXT?

Premium and Sustainable Air Care Solutions Gain Traction

Electric Air Fresheners to Drive Growth with Customisation

Smart Home Integration and Premiumisation to Shape the Industry

Chart 7 - Forecast Value Sales of Air Care 2020-2030

Chart 8 - Forecast Value Sales of Air Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Maintain Dominance through Innovation

Opportunities Emerge for Businesses in a Growing Market

Chart 9 - Dm Launches Profissimo Air Care Private Label in 2025

Chart 10 - Company Shares of Air Care 2025

Chart 11 - Brand Shares of Air Care 2025

CHANNELS

Grocery Retailers Maintain Dominance with Diverse Offerings

Retail E-Commerce Drives Growth with Convenience and Variety

Chart 12 - Retail Channels for Air Care 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Air Care

Chart 14 - Real GDP Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Air Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Romania - Industry Overview](#)

EXECUTIVE SUMMARY

Consumers Drive Growth with Evolving Product Formats and Premiumisation

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Consumers Drive Growth with Evolving Product Formats and Premiumisation

Laundry Care Dominates Sales with Steady Demand

Sustainability and Premiumisation Shape Home Care

Chart 21 - Kaufland Encourages Home Care Packaging Recycling

Chart 22 - Value Sales of Home Care 2020-2030

Chart 23 - Volume Sales of Home Care 2020-2030

Chart 24 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Sustainability and Premiumisation to Drive Future Growth

Laundry Care to Maintain Dominance with Premiumisation Trend

Surface Care and Toilet Care to Drive Growth with Innovation

Chart 25 - Forecast Value Sales of Home Care 2020-2030

Chart 26 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and Henkel Contribute to Market Consolidation

Local Players and Trends Shape Competitive Landscape

Chart 27 - Analyst Insight for Home Care

New Product Formats Drive Innovation with a Convenience Focus

Chart 28 - Sano Launches a New Product Format

Premium Products Gain Traction with Upgraded Formulations and Fragrances

Chart 29 - Bref Launches Unique Collection of Toilet Care

Chart 30 - Company Shares of Home Care 2025

Chart 31 - Brand Shares of Home Care 2025

CHANNELS

Chained Grocery Retailers Dominate Home Care Sales

Retail E-Commerce Gains Traction with Operational Improvements

Chart 32 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Home Insecticides

Chart 34 - Real GDP Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Home Insecticides

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/air-care-in-romania/report.