

# Baby and Child-Specific Products in Romania

May 2024

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## Baby and Child-Specific Products in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Some parents are cautious, but an increasing number are willing to pay to ensure quality

Farmec launches a new brand in baby and child-specific products

Multinationals lead, and private label share low due to target consumer group

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Dynamic growth set to continue, driven by baby wipes

Communication will be important to drive growth

Despite strong growth for premium products, most consumers will still buy mass

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