



# Away-From-Home Tissue and Hygiene in Romania

May 2026

## Away-From-Home Tissue and Hygiene in Romania - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Metro Secures Horeca Loyalty by Delivering Affordable Solutions in a Volatile Year

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends Away-from-Home

#### INDUSTRY PERFORMANCE

Metro Secures Horeca Loyalty by Delivering Affordable Solutions in a Volatile Year

Chart 2 - Metro Wins Horeca Award

Bulk Formats and Institutional Demand Drive Expansion of Away-From-Home Tissue

Vrancart Accelerates Transition to Green Energy

Chart 3 - Vrancart Starts Operating Photovoltaic Park

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

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Ageing Population Set to Fuel Demand for Away-From-Home Hygiene

Smart Hygiene and Personalisation Redefine Procurement and Branding

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Peihart Grup Acquisition Triggers Renewed Investment and Brand Focus

#### CHANNELS

Metro Expands Cash and Carry and E-Shop to Boost Horeca Loyalty

Metro E-Shop Attracts Business Buyers with Convenience and Fast Delivery

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#### ECONOMIC CONTEXT

Chart 9 - Economic Context for Away-from-Home

Chart 10 - Real Gdp Growth 2020-2030

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#### CONSUMER CONTEXT

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Chart 13 - Population 2020-2030

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Chart 15 - Population by Generation 2025

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#### EXECUTIVE SUMMARY

Lidl Shields Consumers From Price Hikes with Blocked Pricing

#### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

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## INDUSTRY PERFORMANCE

Lidl Shields Consumers From Price Hikes with Blocked Pricing

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Elfi Invests in Solar Power and Automation to Meet Eco Demand

Chart 18 - Elfi Makes Its Operations More Eco-Friendly

Aquant Happy Planet Wipes Launch as Wellness and Eco Claims Surge

Chart 19 - Value Sales 2020-2030

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## WHAT'S NEXT?

Private Label and Premium Brands Split Shopper Loyalties Amid Price Pressure

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Health and Wellness Claims Reshape Product Innovation and Marketing

Chart 21 - Forecast Value Sales 2020-2030

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## COMPETITIVE LANDSCAPE

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Chart 24 - Company Shares 2025

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## CHANNELS

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Discounters and Online Specialists Drive Pack Size and Pricing Trends

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## ECONOMIC CONTEXT

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Chart 31 - Population 2020-2030

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