



Home Insecticides in Romania

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Growing Demand for Healthier and More Effective Home Insecticides

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends of Home Insecticides

INDUSTRY PERFORMANCE

Growing Demand for Healthier and More Effective Home Insecticides

Chart 2 - Raid Launched Odorless, Plant-Based Product.

Spray and Aerosol Insecticides Continue to Lead the Market, While Electric Insecticides Are Fuelling Growth

Rising Demand Fuelled by Widespread Pests and Shifting Consumer Tastes

Chart 3 - Value Sales of Home Insecticides 2020-2030

Chart 4 - Volume Sales of Home Insecticides 2020-2030

Chart 5 - Value Sales of Home Insecticides by Category 2025

WHAT'S NEXT?

More and More Consumers Are Choosing Healthier and More Sustainable Options

Sustainability and Technology Drive Growth in Key Subcategories

Business Impact of Trends and Challenges

Chart 6 - Forecast Value Sales of Home Insecticides 2020-2030

Chart 7 - Forecast Value Sales of Home Insecticides by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson Wax Srl Maintains Dominance through Innovation

Chart 8 - Analyst Insight for Home Insecticides

Chart 9 - Company Shares of Home Insecticides 2025

Chart 10 - Brand Shares of Home Insecticides 2025

CHANNELS

Chained Hypermarkets Lead Home Insecticides Sales

Retail E-Commerce Emerges as Dynamic Sales Channel

Chart 11 - Retail Channels for Home Insecticides 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Home Insecticides

Chart 13 - Real GDP Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Home Insecticides

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - 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 19 - 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 20 - Kaufland Encourages Home Care Packaging Recycling

Chart 21 - Value Sales of Home Care 2020-2030

Chart 22 - Volume Sales of Home Care 2020-2030

Chart 23 - 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 24 - Forecast Value Sales of Home Care 2020-2030

Chart 25 - 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 26 - Analyst Insight for Home Care

New Product Formats Drive Innovation with a Convenience Focus

Chart 27 - Sano Launches a New Product Format

Premium Products Gain Traction with Upgraded Formulations and Fragrances

Chart 28 - Bref Launches Unique Collection of Toilet Care

Chart 29 - Company Shares of Home Care 2025

Chart 30 - Brand Shares of Home Care 2025

CHANNELS

Chained Grocery Retailers Dominate Home Care Sales

Retail E-Commerce Gains Traction with Operational Improvements

Chart 31 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Insecticides

Chart 33 - Real GDP Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Insecticides

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

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/home-insecticides-in-romania/report.