

Colour Cosmetics in Romania

Market Direction | 2022-06-22 | 31 pages | Euromonitor

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Report description:

In 2021, colour cosmetics achieved solid growth in current value terms. In volume terms, however, the recovery in sales in 2021 was not enough to compensate for the decline observed during the lockdown in the previous year. During 2021 many Romanians continued to work from home and social events and gatherings remained limited compared to before the pandemic. Therefore, whilst demand for colour cosmetics grew in 2021, this growth was mainly in value terms as consumers opted for premium products.

Euromonitor International's Colour Cosmetics in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Colour Cosmetics Sets/Kits, Eye Make-Up, Facial Make-Up, Lip Products, Nail Products.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Colour Cosmetics market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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E-commerce continues its upward march

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