

## **Deodorants in Romania**

Market Direction | 2022-06-22 | 24 pages | Euromonitor

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### **Report description:**

Deodorants showed a moderate rebound in 2021 after a year of notable decline in sales due to the impact of the pandemic. As gyms and other sports facilities reopened during the year, demand for deodorants grew. In addition, while many Romanians continued to work from home, they spent more time outside in 2021. As pandemic-related restrictions were gradually eased, they spent more time with family and friends, dining in restaurants and going out to bars. As they led more socially active lives, us...

Euromonitor International's Deodorants 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: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

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

Why buy this report?

- \* Get a detailed picture of the Deodorants 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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## Table of Contents:

Deodorants in Romania  
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List Of Contents And Tables

### DEODORANTS IN ROMANIA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Deodorant sales rebound as consumers spend longer periods of time outside the home

Perceived as more natural, Romanians increasingly opt for deodorant sticks

International players dominate deodorants, with Farmec the only local player

#### PROSPECTS AND OPPORTUNITIES

Strong prospects for e-commerce as consumers adapt to shopping online

Deodorant sticks set for strong growth as Romanians start travelling again

"Free-from" and naturalness trends set to drive deodorant product development

#### CATEGORY DATA

Table 1 Sales of Deodorants by Category: Value 2016-2021

Table 2 Sales of Deodorants by Category: % Value Growth 2016-2021

Table 3 Sales of Deodorants by Premium vs Mass: % Value 2016-2021

Table 4 NBO Company Shares of Deodorants: % Value 2017-2021

Table 5 LBN Brand Shares of Deodorants: % Value 2018-2021

Table 6 LBN Brand Shares of Premium Deodorants: % Value 2018-2021

Table 7 Forecast Sales of Deodorants by Category: Value 2021-2026

Table 8 Forecast Sales of Deodorants by Category: % Value Growth 2021-2026

Table 9 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2021-2026

CHART 1 Beauty and Personal Care Value Sales Growth Scenarios: 2019-2026

CHART 2 Beauty and Personal Care Impact of Soft Drivers on Value Sales: 2019-2026

### BEAUTY AND PERSONAL CARE IN ROMANIA

#### EXECUTIVE SUMMARY

Beauty and personal care in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### MARKET DATA

Table 10 Sales of Beauty and Personal Care by Category: Value 2016-2021

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2018-2021

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2016-2021

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2016-2021

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2021

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2021-2026

Table 19 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2021-2026

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