

Depilatories in Romania

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

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Report description:

In 2021, depilatories recorded positive current value growth. As pandemic-related restrictions were gradually lifted, Romanians began spending more time outdoors, partaking in social events and gatherings, thereby focusing more on their image. Moreover, as the summer months approached, people were eager to go to the seaside, further boosting sales of depilatories. Hair removers/bleaches, especially in wax formats, remained the largest product area in depilatories in 2021.

Euromonitor International's Depilatories 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: Hair Removers/Bleaches, Women's Pre-Shave, Women's Razors and Blades.

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

Why buy this report?

- * Get a detailed picture of the Depilatories 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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The arrival of summer and the lifting of pandemic-related restrictions boosts sales of depilatories

Women opt for men's pre-shave products as few women-focused brands are available

Demand for natural ingredients increasing in hair removers/bleaches

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