

Fragrances in Romania

Market Direction | 2022-06-22 | 25 pages | Euromonitor

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Report description:

In 2021, fragrances saw positive current value growth, while in retail volume terms sales continued to decline, albeit at a lower rate than in 2020. In 2021, many Romanians continued to work from home and social activities remained limited in the first half of the year. Since fragrances are typically used when on an outing or at work, but not at home, sales of fragrances remained low in the first months of the year.

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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FRAGRANCES IN ROMANIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Premium fragrances sees a faster recovery than mass due to the growing popularity of online shopping in rural areas

E-commerce sees strong gains as consumers increasingly turn online

As the popularity of direct sellers wanes, L'Oreal Groupe inches its way closer to the top position

PROSPECTS AND OPPORTUNITIES

Premium fragrances set for faster recovery than mass; unisex fragrances expected to see growing interest and consumers branch out from traditional scents

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