

Mass Beauty and Personal Care in Romania

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

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Report description:

In 2021, mass beauty and personal care registered positive current value growth, driven by increased demand for mass skin care, colour cosmetics and sun care products. In the previous year, demand for products such as colour cosmetics and sun care declined, as consumers spent most of their time at home while in lockdown. In addition, when outside, as face masks had to be worn in public spaces, this discouraged demand for facial make-up and lip products. As the vaccine programme was rolled out an...

Euromonitor International's Mass Beauty and Personal Care 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 Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances , Mass Hair Care, Mass Skin Care.

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

Why buy this report?

- * Get a detailed picture of the Mass Beauty and Personal Care 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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