

Oral Care in Romania

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Oral care recorded positive current value and retail volume growth in 2021. The only product area to see a decline in retail value and volume sales was power toothbrushes. This fall was not the effect of the COVID-19 pandemic, as generally speaking higher-income households are less affected by economic conditions, but due to supply shortages from China. Factories were forced to prioritise the manufacturing of bigger volume products, therefore smaller manufacturers were not able to fulfil the ord...

Euromonitor International's Oral 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: Dental Floss, Denture Care, Mouth Fresheners, Mouthwashes/Dental Rinses, Tooth Whiteners, Toothbrushes, Toothpaste.

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

Why buy this report?

- * Get a detailed picture of the Oral 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Oral Care in Romania
Euromonitor International
June 2022

List Of Contents And Tables

ORAL CARE IN ROMANIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Supply shortages from China negatively affect power toothbrushes

Essential nature of toothbrushes and toothpaste supports steady growth

GlaxoSmithKline narrowly holds top position as the company educates consumers about specialised oral care products

PROSPECTS AND OPPORTUNITIES

Boosted sales for oral care as education around oral hygiene continue to develop

Battery toothbrushes to continue losing popularity to electric toothbrushes

Hypermarkets to remain key distribution channel despite dynamic expected growth for e-commerce

CATEGORY DATA

Table 1 Sales of Oral Care by Category: Value 2016-2021

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

Table 3 Sales of Toothbrushes by Category: Value 2016-2021

Table 4 Sales of Toothbrushes by Category: % Value Growth 2016-2021

Table 5 Sales of Toothpaste by Type: % Value Breakdown 2017-2021

Table 6 NBO Company Shares of Oral Care: % Value 2017-2021

Table 7 LBN Brand Shares of Oral Care: % Value 2018-2021

Table 8 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2018-2021

Table 9 LBN Brand Shares of Toothpaste: % Value 2018-2021

Table 10 □Forecast Sales of Oral Care by Category: Value 2021-2026

Table 11 □Forecast Sales of Oral Care by Category: % Value Growth 2021-2026

Table 12 □Forecast Sales of Toothbrushes by Category: Value 2021-2026

Table 13 □Forecast Sales of Toothbrushes by Category: % Value Growth 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 14 Sales of Beauty and Personal Care by Category: Value 2016-2021

Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2018-2021

Table 19 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2016-2021

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 20 Distribution of Beauty and Personal Care by Format: % Value 2016-2021

Table 21 Distribution of Beauty and Personal Care by Format and Category: % Value 2021

Table 22 Forecast Sales of Beauty and Personal Care by Category: Value 2021-2026

Table 23 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Oral Care in Romania

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User Licence (1 Site)	€1650.00
	Multiple User Licence (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-22"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com