

Premium Beauty and Personal Care in Romania

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

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Report description:

Premium beauty and personal care achieved solid current value growth in 2021, despite the difficult economic context the country. Romanian consumers showed an increased interest in premium products, especially in colour cosmetics, fragrances and skin care. The increased interest is the result of massive advertising campaigns premium brands held on social media in collaboration with influencers. Popular premium brands such as Vichy and La Roche-Posay, both owned by L'Oreal Romania, have significa...

Euromonitor International's Premium 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: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances , Premium Hair Care, Premium 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 Premium 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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