

## Skin Care in Romania

Market Direction | 2022-06-22 | 31 pages | Euromonitor

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### **Report description:**

Skin care was one of the best performing product areas in beauty and personal care in 2021. Hybrid working arrangements continued to benefit skin care, as people had more time at home to maintain a proper skin care routine. In recent years, consumers, especially women, have been eager to seek information on the best products to use to develop a proper skin routine, and many turned online to social media as dermatologists and beauty experts became increasingly active on such platforms, many offer...

Euromonitor International's Skin 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

### Why buy this report?

- \* Get a detailed picture of the Skin 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.

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Skin Care in Romania  
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Online skin care advice leads to growing consumption of skin care products

Strong sales via e-commerce as consumers appreciate the easy access to a wide range of products and the convenience of home delivery

L'Oreal leads skin care, while innovation is driving facial care growth

##### PROSPECTS AND OPPORTUNITIES

Growth expected for skin care with online presence set to become increasingly important

E-commerce growth to continue as consumers seek special online deals and continue to avoid exposure to virus

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