

Sun Care in Romania

Market Direction | 2022-06-22 | 23 pages | Euromonitor

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Report description:

In 2021, sun care recorded double-digit current value growth in line with the relaxation of travel restrictions, both global and domestic. As a wider proportion of the country got vaccinated, Romanians were keen to resume travel, thus boosting sales of sun care products, especially that of sun protection. Self-tanning products are gaining popularity, but the category is still underdeveloped as it is very popular among Romanian women to go to tanning salons. Meanwhile, demand for aftersun product...

Euromonitor International's Sun 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: Adult Sun Care, Baby and Child-specific Sun 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 Sun 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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Sales of sun care rise as travel restrictions are relaxed

More educated consumers reducing the seasonality factor in sun protection

Product innovations popular with Romanians with dermocosmetics strongly growing

PROSPECTS AND OPPORTUNITIES

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