

Colour Cosmetics in Romania

Market Direction | 2023-05-09 | 29 pages | Euromonitor

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Report description:

Colour cosmetics outperformed most other categories of beauty and personal care over the course of 2022 as demand increased significantly among local consumers returning to their pre-pandemic daily routines. After recording negative sales growth at the peak of the COVID-19 pandemic in 2020, the category rebounded strongly in 2021, with positive sales growth continuing into 2022 as category volume sales inched closer to 2019 levels. All major categories of colour cosmetics registered very strong...

Euromonitor International's Colour Cosmetics 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Colour Cosmetics Sets/Kits, Eye Make-Up, Facial Make-Up, Lip Products, Nail Products.

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

Why buy this report?

- * Get a detailed picture of the Colour Cosmetics 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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COLOUR COSMETICS IN ROMANIA

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2022 DEVELOPMENTS

Colour cosmetics booms as consumers return to their pre-pandemic daily routines

E-commerce continues to gain ground as online retailers expand their portfolios

Mass brands outperform their premium rivals due to the adverse economic situation

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