

Fragrances in Romania

Market Direction | 2023-05-09 | 22 pages | Euromonitor

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Report description:

Mass fragrances continued to register declining demand in Romania during 2022, although volume sales declines during the year were more moderate than what was recorded in the category during 2020 and 2021, when the impact of the COVID-19 pandemic put substantial pressure on demand for mass fragrances. One of the main reasons for the improved performance of the category in 2022 is the strong influence of direct selling in the category. Indeed, direct selling accounts for a significant proportion...

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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