

## **Premium Beauty and Personal Care in Romania**

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

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### **Report description:**

Some of the best performing categories in beauty and personal care in Romania during 2022 were those with a high proportion of premium brands, notably skin care and fragrances. The products in these categories are increasingly seen as essential among a wider crossover section of the Romanian population and the rising popularity of premium brands in particular is tied to the loyalty consumers often feel towards their favourite premium brands. In response to this positive scenario, major internati...

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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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.

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## Table of Contents:

Premium Beauty and Personal Care in Romania

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List Of Contents And Tables

### PREMIUM BEAUTY AND PERSONAL CARE IN ROMANIA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Premium brands proliferate as consumers become more discerning

E-commerce presents strong opportunities for premium brands to expand

Premium skin care brands with a derma positioning continue to flourish

#### PROSPECTS AND OPPORTUNITIES

Slow economic recovery and pressure on incomes set to suppress sales growth

Marketing and promotional activity likely to provide crucial support to sales growth

New brands set to appear, although category leaders unlikely to face serious challenges

#### CATEGORY DATA

Table 1 Sales of Premium Beauty and Personal Care by Category: Value 2017-2022

Table 2 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022

Table 4 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022

Table 5 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2022-2027

Table 6 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2022-2027

### BEAUTY AND PERSONAL CARE IN ROMANIA

#### EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### MARKET DATA

Table 7 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 12 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 13 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 14 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 16 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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#### SOURCES

Summary 1 Research Sources

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