

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.

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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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

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