

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

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### **Report description:**

2022 was a landmark year for Romania's beauty and personal care market as, by the end of the year, the majority of categories had recovered from the sales declines recorded at the peak of the COVID-19 pandemic in 2020. One of the most important factors underpinning this sales recovery is the removal and lifting of all COVID-19 control measures and social distancing restrictions, including limitations on domestic travel, the closure of the country's borders and restrictions on the ability of cust...

Euromonitor International's 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: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, 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 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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## 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

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