

## **Personal Luxury in Romania**

Market Direction | 2023-10-12 | 23 pages | Euromonitor

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### **Report description:**

Personal luxury retail value sales increased by 21% in 2023 to amount to RON4.6 billion. Growth was supported by leading brand owners, such as LVMH Moët Hennessy Louis Vuitton SA, L'Oreal Romania SRL and Cie Financière Richemont SA. Growth in 2023 was fuelled by investments in designer apparel and footwear (ready-to-wear) and super premium beauty and personal care as an alternative asset class. Additionally, the idea that some of these goods can be used to generate income through rental platform...

Euromonitor International's Personal Luxury in Romania report offers a comprehensive guide to the size and shape of the Personal Luxury market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Personal Luxury retailing along with the development of consumers' shopping patterns. Forecasts to 2027 illustrate how the market is set to change

Product coverage: Designer Apparel and Footwear (Ready-to-Wear), Luxury Eyewear, Luxury Jewellery, Luxury Leather Goods, Luxury Timepieces, Luxury Wearables Electronics, Luxury Writing Instruments and Stationery, Super Premium Beauty and Personal 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 Personal Luxury 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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