

**Beauty and Personal Care Packaging in Romania**

Market Direction | 2023-07-04 | 9 pages | Euromonitor

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**Report description:**

After seeing a growth spike in 2021, facial care product packaging continued to see strong growth in 2022. This can be attributed to the increasing beauty consciousness among consumers, evolving preferences for personalised skin care routines, the influence of international brands with a wide range of facial care products, the introduction of innovative product formats, and the emphasis on marketing and visual appeal. For example, Farmec is a well-established Romanian cosmetics brand that offers...

Euromonitor International's Beauty and Personal Care Packaging in Romania report offers insight into key trends and developments driving packaging across the category.

Product coverage: Baby and Child-specific Products Packaging, Bath and Shower Packaging, Colour Cosmetics Packaging, Deodorants Packaging, Depilatories Packaging, Fragrances Packaging, Hair Care Packaging, Men's Grooming Packaging, Oral Care Packaging, Skin Care Packaging, Sun Care Packaging.

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 Packaging 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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#### BEAUTY AND PERSONAL CARE PACKAGING IN ROMANIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Facial care packaging growing in Romania's beauty and personal care industry

Refillable and recyclable packaging an emerging trend in Romania in 2022

HDPE bottles the leading pack type in Romania in 2022

##### PROSPECTS AND OPPORTUNITIES

The 250ml pack size is expected to see strong growth in bath and shower over the forecast period

Sustainability a growing concern among Romanian consumers and brands

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