

Health and Beauty Specialists in Romania

Market Direction | 2024-03-04 | 37 pages | Euromonitor

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Report description:

Within health and beauty specialist retailers in Romania in 2023, chemists/pharmacies held the most significant retail value sales by far. These outlets have the largest number of stores, with a strong sales position that continued to be in place across the review period. Chemists/pharmacies have benefited from consumers' ongoing and immediate need for medicine and drugs that are necessities, whether they are Rx or OTC. As such, this essential nature means they are less impacted by declining pur...

Euromonitor International's Health and Beauty Specialists in Romania report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Beauty Specialists, Health and Personal Care Stores, Optical Goods Stores, Pharmacies.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Health and Beauty Specialists 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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reliable information resources to help drive informed strategic planning.

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HEALTH AND BEAUTY SPECIALISTS IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Chemists/pharmacies dominate sales by offering necessities to consumers
Health and personal care stores focus on ongoing expansion plans to drive growth
Growth for optical goods stores as the demand for eye care increases

PROSPECTS AND OPPORTUNITIES

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Pharmacy chains continue to expand across the nation while investing in advertising
Growth for health and beauty specialists linked to the rising wellbeing trend

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MARKET DATA

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