

Colour Cosmetics in Romania

Market Direction | 2024-05-08 | 29 pages | Euromonitor

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Report description:

Colour cosmetics in Romania maintained retail volume and current value growth in 2023, as consumers' lives continued to normalise after the end of COVID-19, although volume sales were still unable to recover to the pre-pandemic level. All the main categories saw volume and value growth in 2023, except for nail products in volume terms; this can be attributed to the rising popularity of acrylic nails amongst younger Romanian women. Mass colour cosmetics registered a better performance than premium...

Euromonitor International's Colour Cosmetics 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Colour Cosmetics Sets/Kits, Eye Make-Up, Facial Make-Up, Lip Products, Nail Products.

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

Why buy this report?

- * Get a detailed picture of the Colour Cosmetics 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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