

## **Depilatories in Romania**

Market Direction | 2024-05-08 | 20 pages | Euromonitor

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### **Report description:**

Depilatories continued to experience low retail volume growth and a strong current value increase in Romania in 2023. This category is characterised by its maturity and limited premiumisation, with the notable dominance of a few well-established brands. Farmex, Gillette Venus, Bic, and Veet held the leading positions in 2023, and together accounted for more than 60% of value sales; a share higher than in the previous year. In 2023, the growth in value sales within depilatories was primarily attr...

Euromonitor International's Depilatories 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: Hair Removers/Bleaches, Women's Pre-Shave, Women's Razors and Blades.

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

Why buy this report?

- \* Get a detailed picture of the Depilatories 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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DEPILATORIES IN ROMANIA

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Rising prices drive dynamic value growth, despite only low volume growth

Continued move towards retail e-commerce, although from a low base

Competition from IPL

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High concentration could prevent new entrants

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