

Fragrances in Romania

Market Direction | 2024-05-08 | 22 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

In 2023, fragrances in Romania continued to experience current value growth, although volume sales maintained their declining trend. This phenomenon was attributed to consumers' willingness to pay higher prices for fragrances, resulting in fewer items being purchased per shopping trip. The positive performance of fragrances was therefore primarily driven by premium fragrances, which maintained double-digit current value growth and low volume growth in 2023. Conversely, mass fragrances recorded s...

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

List Of Contents And Tables

FRAGRANCES IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium fragrances outperforms mass fragrances

Premium fragrances considered an investment

Premium men's fragrances outperforms all other categories

PROSPECTS AND OPPORTUNITIES

As inflationary pressures ease, the performance of fragrances set to improve

Aggressive marketing and consumer desire for self-confidence set to drive growth

Share of e-commerce set to continue to rise

CATEGORY DATA

Table 1 Sales of Fragrances by Category: Value 2018-2023

Table 2 Sales of Fragrances by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Fragrances: % Value 2019-2023

Table 4 LBN Brand Shares of Fragrances: % Value 2020-2023

Table 5 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 6 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 7 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 8 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

BEAUTY AND PERSONAL CARE IN ROMANIA

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 9 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 11 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 12 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 14 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 15 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 16 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 17 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 18 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Fragrances in Romania

Market Direction | 2024-05-08 | 22 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com