

Hair Care in Romania

Market Direction | 2024-05-08 | 25 pages | Euromonitor

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Report description:

In 2023, hair care in Romania demonstrated robust growth, with a low increase in retail volume terms, and a strong-single digit increase in current value terms. Current value growth was recorded across all categories, whilst a more mixed performance was seen in retail volume terms. A notable trend observed was increased consumer interest in hair treatments and masks (included under conditioners and treatments), with usage becoming more frequent throughout the year. Furthermore, colourants perfor...

Euromonitor International's Hair Care 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: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- * Get a detailed picture of the Hair Care 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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Table of Contents:

Hair Care in Romania
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List Of Contents And Tables

HAIR CARE IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Products that meet consumers' specific needs perform well

Demand for natural, bio, and repair hair care products increases

Salon professional hair care sees exceptional growth as consumers look for efficacy

PROSPECTS AND OPPORTUNITIES

Despite challenges for some categories, hair care expected to maintain growth

Multinationals expected to remain dominant by adding value

Growth expected to continue for retail e-commerce

CATEGORY DATA

Table 1 Sales of Hair Care by Category: Value 2018-2023

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

Table 3 Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 4 NBO Company Shares of Hair Care: % Value 2019-2023

Table 5 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 6 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 7 LBN Brand Shares of Colourants: % Value 2020-2023

Table 8 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 9 LBN Brand Shares of Styling Agents: % Value 2020-2023

Table 10 □LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 11 □Forecast Sales of Hair Care by Category: Value 2023-2028

Table 12 □Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 13 □Forecast Sales of Hair Care by Premium vs Mass: % Value 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 14 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 19 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 20 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 21 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

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Table 22 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 23 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

Hair Care in Romania

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