

Men's Grooming in Romania

Market Direction | 2024-05-08 | 23 pages | Euromonitor

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Report description:

Although overall volume sales in men's grooming continued to see a slight decline in 2023, the category experienced stable solid growth in current value terms in Romania, driven by rising prices. There was a surge in the number of companies introducing products specifically tailored to men's needs. As societal attitudes towards male grooming evolve, products designed specifically for men have been gaining popularity amongst some Romanian consumers, particularly younger consumers. Notably, catego...

Euromonitor International's Men's Grooming 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: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

- * Get a detailed picture of the Men's Grooming 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:

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List Of Contents And Tables

MEN'S GROOMING IN ROMANIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Categories within men's toiletries see above-average performances

Men's shaving and mass men's fragrances suffer notable volume declines

Mass segment drives sales and growth in men's toiletries

PROSPECTS AND OPPORTUNITIES

The rising importance of personal care and image set to drive growth

Product development and effective marketing to appeal to men

Procter & Gamble set to maintain its lead

CATEGORY DATA

Table 1 Sales of Men's Grooming by Category: Value 2018-2023

Table 2 Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 3 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 4 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 5 NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 6 LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 7 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 8 Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 9 Forecast Sales of Men's Grooming 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 10 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

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

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

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

Table 19 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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