

## **Premium Beauty and Personal Care in Romania**

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

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### **Report description:**

Premium beauty and personal care experienced a third year of double-digit current value growth in Romania in 2023; albeit at a lower rate than seen in the previous two years. This continued strong performance was tied to the loyalty consumers often feel towards their favourite premium brands, although growth was also driven by price increases. Fragrances and skin care remained the most significant categories within premium beauty and personal care, and therefore represented a focal point for maj...

Euromonitor International's Premium Beauty and Personal 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: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium Skin Care.

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

Why buy this report?

- \* Get a detailed picture of the Premium Beauty and Personal 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.

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.

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Dynamic value growth is maintained due to customer loyalty

Accessibly priced premium products, including dermocosmetics, increasingly favoured

Ingredients becoming more important than claims in premium products

#### PROSPECTS AND OPPORTUNITIES

Continued dynamism, with premium fragrances and skin care remaining dominant

Some upgrading from mass beauty and personal care expected

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