

Consumer Health in Romania

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Report description:

The consumer health market in Romania is set to register a mixed performance in 2024, shaped by challenging economic conditions and shifting consumer preferences. While the market is showing robust growth in current value terms, this is predominantly due to price increases rather than higher sales volumes. High inflation, particularly in the first half of the year, has significantly impacted consumer behaviour. Romanians have become increasingly price-sensitive, focusing on finding discounts and...

Euromonitor International's Consumer Health 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: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

- * Get a detailed picture of the Consumer Health 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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Table of Contents:

Consumer Health in Romania
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List Of Contents And Tables

CONSUMER HEALTH IN ROMANIA

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 1 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 2 Life Expectancy at Birth 2019-2024

MARKET DATA

Table 3 Sales of Consumer Health by Category: Value 2019-2024

Table 4 Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Consumer Health: % Value 2020-2024

Table 6 LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 7 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024

Table 8 Distribution of Consumer Health by Format: % Value 2019-2024

Table 9 Distribution of Consumer Health by Format and Category: % Value 2024

Table 10 □Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 11 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

ANALGESICS IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Steady growth for analgesics, with noticeable shift towards combination products

Surge in demand for paediatric analgesics

Saturated competitive landscape

PROSPECTS AND OPPORTUNITIES

Growing price sensitivity and rise of generics

Continued growth potential for combination and paediatric analgesics

The importance of a diverse product portfolio

CATEGORY DATA

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Table 12 Sales of Analgesics by Category: Value 2019-2024

Table 13 Sales of Analgesics by Category: % Value Growth 2019-2024

Table 14 NBO Company Shares of Analgesics: % Value 2020-2024

Table 15 LBN Brand Shares of Analgesics: % Value 2021-2024

Table 16 Forecast Sales of Analgesics by Category: Value 2024-2029

Table 17 Forecast Sales of Analgesics by Category: % Value Growth 2024-2029

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Steady growth in 2024

Combination remedies grow in appeal

International players hold sway

PROSPECTS AND OPPORTUNITIES

Greater stabilisation is expected, yet growth opportunities remain for combination and paediatric remedies

Urban pollution likely to lead to increased demand

Challenges will persist for local players

CATEGORY DATA

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2019-2024

Table 19 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2019-2024

Table 20 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2024

Table 21 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2024

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2024-2029

Table 23 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2024-2029

DIGESTIVE REMEDIES IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Unhealthy eating habits fuel continued growth, despite ongoing challenges

Multifunctional solutions grow in importance

Antacids continue to gain traction, alongside specialised paediatric remedies

PROSPECTS AND OPPORTUNITIES

Growth opportunities persist in Romania's digestive remedies market, although shift towards healthier eating habits could impact demand

Striking a balance between affordable and premium solutions will ensure market competitiveness

Pharmacists' influence will be key driver of growth

CATEGORY DATA

Table 24 Sales of Digestive Remedies by Category: Value 2019-2024

Table 25 Sales of Digestive Remedies by Category: % Value Growth 2019-2024

Table 26 NBO Company Shares of Digestive Remedies: % Value 2020-2024

Table 27 LBN Brand Shares of Digestive Remedies: % Value 2021-2024

Table 28 Forecast Sales of Digestive Remedies by Category: Value 2024-2029

Table 29 Forecast Sales of Digestive Remedies by Category: % Value Growth 2024-2029

DERMATOLOGICALS IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slower growth for dermatologicals, as consumers prioritise essential products

Medicated shampoos represents key growth driver

Bayer retains lead with Canesten

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PROSPECTS AND OPPORTUNITIES

Opportunities will continue to emerge, despite market stabilisation

Expected rise in demand for topical allergy and hair loss treatments

Further growth for e-commerce

CATEGORY DATA

Table 30 Sales of Dermatologicals by Category: Value 2019-2024

Table 31 Sales of Dermatologicals by Category: % Value Growth 2019-2024

Table 32 NBO Company Shares of Dermatologicals: % Value 2020-2024

Table 33 LBN Brand Shares of Dermatologicals: % Value 2021-2024

Table 34 LBN Brand Shares of Hair Loss Treatments: % Value 2021-2024

Table 35 Forecast Sales of Dermatologicals by Category: Value 2024-2029

Table 36 Forecast Sales of Dermatologicals by Category: % Value Growth 2024-2029

NRT SMOKING CESSATION AIDS IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

NRT market grapples with multiple challenges

Gums show greatest resilience

Limited scope of distribution

PROSPECTS AND OPPORTUNITIES

Market offers considerable potential

Scope for product innovation

Partnerships with healthcare providers and pharmacies will provide a boost to growth

CATEGORY INDICATORS

Table 37 Number of Smokers by Gender 2019-2024

CATEGORY DATA

Table 38 Sales of NRT Smoking Cessation Aids by Category: Value 2019-2024

Table 39 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2019-2024

Table 40 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2020-2024

Table 41 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2021-2024

Table 42 Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2024-2029

Table 43 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2024-2029

SLEEP AIDS IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

High proportion of Romanians continue to experience sleep problems

Trend towards natural remedies, as well as those with multifunctional benefits

Manufacturers face ongoing challenges

PROSPECTS AND OPPORTUNITIES

Rising demand for holistic sleep solutions drives market growth

Growing demand for multifunctional sleep aids will open up new market opportunities

Building trust and credibility through partnerships and education

CATEGORY DATA

Table 44 Sales of Sleep Aids: Value 2019-2024

Table 45 Sales of Sleep Aids: % Value Growth 2019-2024

Table 46 NBO Company Shares of Sleep Aids: % Value 2020-2024

Table 47 LBN Brand Shares of Sleep Aids: % Value 2021-2024

Table 48 Forecast Sales of Sleep Aids: Value 2024-2029

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Table 49 Forecast Sales of Sleep Aids: % Value Growth 2024-2029

EYE CARE IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising consumer interest in eye health

Children emerge as key target audience

Pharmacies represent key distribution channel

PROSPECTS AND OPPORTUNITIES

Growing awareness of eye health will drive demand for innovative solutions

Addressing children's eye health will present new market opportunities

Ageing population will continue as significant growth driver

CATEGORY DATA

Table 50 Sales of Eye Care by Category: Value 2019-2024

Table 51 Sales of Eye Care by Category: % Value Growth 2019-2024

Table 52 NBO Company Shares of Eye Care: % Value 2020-2024

Table 53 LBN Brand Shares of Eye Care: % Value 2021-2024

Table 54 Forecast Sales of Eye Care by Category: Value 2024-2029

Table 55 Forecast Sales of Eye Care by Category: % Value Growth 2024-2029

WOUND CARE IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sluggish performance amid economic challenges

Growth in first aid kits remains highly dependent on automotive sector

Urgo holds away, despite private label competition

PROSPECTS AND OPPORTUNITIES

Need for innovation in mature market

Consumers will take a more proactive approach to managing minor injuries

Wound care products will benefit from wide distribution

CATEGORY DATA

Table 56 Sales of Wound Care by Category: Value 2019-2024

Table 57 Sales of Wound Care by Category: % Value Growth 2019-2024

Table 58 NBO Company Shares of Wound Care: % Value 2020-2024

Table 59 LBN Brand Shares of Wound Care: % Value 2021-2024

Table 60 Forecast Sales of Wound Care by Category: Value 2024-2029

Table 61 Forecast Sales of Wound Care by Category: % Value Growth 2024-2029

VITAMINS IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic challenges impact vitamin consumption

Rising demand for multifunctional vitamins

Increasing interest in wellness-focused products

PROSPECTS AND OPPORTUNITIES

Vitamins market presents significant growth opportunities

Growing emphasis on self-care will benefit vitamin sales

Private labels set to gain prominence

CATEGORY DATA

Table 62 Sales of Vitamins by Category: Value 2019-2024

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Table 63 Sales of Vitamins by Category: % Value Growth 2019-2024

Table 64 Sales of Multivitamins by Positioning: % Value 2019-2024

Table 65 NBO Company Shares of Vitamins: % Value 2020-2024

Table 66 LBN Brand Shares of Vitamins: % Value 2021-2024

Table 67 Forecast Sales of Vitamins by Category: Value 2024-2029

Table 68 Forecast Sales of Vitamins by Category: % Value Growth 2024-2029

DIETARY SUPPLEMENTS IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Solid growth in dietary supplements, despite economic challenges

Rising demand for products addressing specific health conditions

Local players lead a fragmented market

PROSPECTS AND OPPORTUNITIES

Dietary supplements market will remain resilient, thanks to growing focus on preventative health

Opportunities lie within combination dietary supplements

Plant-based formulations will gain traction

CATEGORY DATA

Table 69 Sales of Dietary Supplements by Category: Value 2019-2024

Table 70 Sales of Dietary Supplements by Category: % Value Growth 2019-2024

Table 71 Sales of Dietary Supplements by Positioning: % Value 2019-2024

Table 72 NBO Company Shares of Dietary Supplements: % Value 2020-2024

Table 73 LBN Brand Shares of Dietary Supplements: % Value 2021-2024

Table 74 Forecast Sales of Dietary Supplements by Category: Value 2024-2029

Table 75 Forecast Sales of Dietary Supplements by Category: % Value Growth 2024-2029

WEIGHT MANAGEMENT AND WELLBEING IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth potential for weight management and wellbeing

Growing preference for multifunctional products

Pharmacies remain key distribution channel

PROSPECTS AND OPPORTUNITIES

Greater transparency should help to boost greater adoption

Opportunities lie in digital health and wellness tools

Growing demand for natural and organic products

CATEGORY DATA

Table 76 Sales of Weight Management and Wellbeing by Category: Value 2019-2024

Table 77 Sales of Weight Management and Wellbeing by Category: % Value Growth 2019-2024

Table 78 NBO Company Shares of Weight Management and Wellbeing: % Value 2020-2024

Table 79 LBN Brand Shares of Weight Management and Wellbeing: % Value 2021-2024

Table 80 Forecast Sales of Weight Management and Wellbeing by Category: Value 2024-2029

Table 81 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2024-2029

SPORTS NUTRITION IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Dynamic performance for sports nutrition

Marketing strategies remain crucial

High levels of online sales

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PROSPECTS AND OPPORTUNITIES

Positive outlook for sports nutrition

Growing influence of digital health tools

Opportunities for innovation amid market fragmentation

CATEGORY DATA

Table 82 Sales of Sports Nutrition by Category: Value 2019-2024

Table 83 Sales of Sports Nutrition by Category: % Value Growth 2019-2024

Table 84 NBO Company Shares of Sports Nutrition: % Value 2020-2024

Table 85 LBN Brand Shares of Sports Nutrition: % Value 2021-2024

Table 86 Forecast Sales of Sports Nutrition by Category: Value 2024-2029

Table 87 Forecast Sales of Sports Nutrition by Category: % Value Growth 2024-2029

HERBAL/TRADITIONAL PRODUCTS IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers show growing preference for herbal products

Growing trend towards multifunctional products

Expanding availability via e-commerce

PROSPECTS AND OPPORTUNITIES

Increasing demand for natural health solutions

Growing preference for local, traditional remedies

Diversification of herbal/traditional products

CATEGORY DATA

Table 88 Sales of Herbal/Traditional Products by Category: Value 2019-2024

Table 89 Sales of Herbal/Traditional Products by Category: % Value Growth 2019-2024

Table 90 NBO Company Shares of Herbal/Traditional Products: % Value 2020-2024

Table 91 LBN Brand Shares of Herbal/Traditional Products: % Value 2021-2024

Table 92 Forecast Sales of Herbal/Traditional Products by Category: Value 2024-2029

Table 93 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2024-2029

PAEDIATRIC CONSUMER HEALTH IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing demand for paediatric consumer health products, as players offer specialised products for children

Growing focus on preventative care and immune support in paediatric vitamins and supplements

Focus on natural remedies

PROSPECTS AND OPPORTUNITIES

Preventative care will be key growth driver

Innovation will drive market expansion

Digital platforms will play more important role

CATEGORY DATA

Table 94 Sales of Paediatric Consumer Health by Category: Value 2019-2024

Table 95 Sales of Paediatric Consumer Health by Category: % Value Growth 2019-2024

Table 96 NBO Company Shares of Paediatric Consumer Health: % Value 2020-2024

Table 97 LBN Brand Shares of Paediatric Consumer Health: % Value 2021-2024

Table 98 Forecast Sales of Paediatric Consumer Health by Category: Value 2024-2029

Table 99 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2024-2029

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