

## **Personal Care Appliances in Romania**

Market Direction | 2025-01-10 | 37 pages | Euromonitor

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### **Report description:**

Personal care appliances continued to witness a positive performance in 2024, despite the economic uncertainty in the country. Romanians are more educated, and they care more about their hygiene and personal looks. Over the review period, there have been big shifts in the male population's approach to body grooming, with men becoming more inclined to invest time and money for body grooming. Consequently, personal care appliances registered healthy growth in both 2023 and 2024. Most consumers pre...

Euromonitor International's Personal Care Appliances 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 2020-2024, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Body Shavers, Electric Facial Cleansers, Hair Care Appliances, Oral Care Appliances, Other Personal Care Appliances.

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

Why buy this report?

- \* Get a detailed picture of the Personal Care Appliances 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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reliable information resources to help drive informed strategic planning.

**Table of Contents:**

Personal Care Appliances in Romania  
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List Of Contents And Tables

**PERSONAL CARE APPLIANCES IN ROMANIA**

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Positive performance for personal care appliances

Depilatories are becoming less popular

Innovation as a key differentiation factor

**PROSPECTS AND OPPORTUNITIES**

Sustainable personal care appliances will become more desirable

Positive performance for body shavers

Online sales to grow over the coming years

**CATEGORY DATA**

Table 1 Sales of Personal Care Appliances by Category: Volume 2019-2024

Table 2 Sales of Personal Care Appliances by Category: Value 2019-2024

Table 3 Sales of Personal Care Appliances by Category: % Volume Growth 2019-2024

Table 4 Sales of Personal Care Appliances by Category: % Value Growth 2019-2024

Table 5 Sales of Body Shavers by Format: % Volume 2019-2024

Table 6 Sales of Hair Care Appliances by Format: % Volume 2019-2024

Table 7 NBO Company Shares of Personal Care Appliances 2020-2024

Table 8 LBN Brand Shares of Personal Care Appliances 2021-2024

Table 9 Distribution of Personal Care Appliances by Format: % Volume 2019-2024

Table 10 □Forecast Sales of Personal Care Appliances by Category: Volume 2024-2029

Table 11 □Forecast Sales of Personal Care Appliances by Category: Value 2024-2029

Table 12 □Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2024-2029

Table 13 □Forecast Sales of Personal Care Appliances by Category: % Value Growth 2024-2029

**CONSUMER APPLIANCES IN ROMANIA**

**EXECUTIVE SUMMARY**

Consumer appliances in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

**MARKET INDICATORS**

Table 14 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025

Table 15 Replacement Cycles of Consumer Appliances by Category 2019-2025

**MARKET DATA**

Table 16 Sales of Consumer Appliances by Category: Volume 2019-2024

Table 17 Sales of Consumer Appliances by Category: Value 2019-2024

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Table 18	Sales of Consumer Appliances by Category: % Volume Growth 2019-2024
Table 19	Sales of Consumer Appliances by Category: % Value Growth 2019-2024
Table 20	Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024
Table 21	Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
Table 22	Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
Table 23	□Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
Table 24	□Sales of Small Appliances by Category: Volume 2019-2024
Table 25	□Sales of Small Appliances by Category: Value 2019-2024
Table 26	□Sales of Small Appliances by Category: % Volume Growth 2019-2024
Table 27	□Sales of Small Appliances by Category: % Value Growth 2019-2024
Table 28	□NBO Company Shares of Major Appliances: % Volume 2020-2024
Table 29	□LBN Brand Shares of Major Appliances: % Volume 2021-2024
Table 30	□NBO Company Shares of Small Appliances: % Volume 2020-2024
Table 31	□LBN Brand Shares of Small Appliances: % Volume 2021-2024
Table 32	□Distribution of Major Appliances by Format: % Volume 2019-2024
Table 33	□Distribution of Small Appliances by Format: % Volume 2019-2024
Table 34	□Forecast Sales of Consumer Appliances by Category: Volume 2024-2029
Table 35	□Forecast Sales of Consumer Appliances by Category: Value 2024-2029
Table 36	□Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029
Table 37	□Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029
Table 38	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029
Table 39	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029
Table 40	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029
Table 41	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029
Table 42	□Forecast Sales of Small Appliances by Category: Volume 2024-2029
Table 43	□Forecast Sales of Small Appliances by Category: Value 2024-2029
Table 44	□Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029
Table 45	□Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

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## SOURCES

Summary 1 Research Sources

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