

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.

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