

Sun Care in Romania

May 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong sales growth in 2022 as sun care continues to recover
Sun protection remains dominant as aftersun and self-tanning lose ground
Baby and child-specific sun care booms as parents protect their kids from the sun

PROSPECTS AND OPPORTUNITIES

Regular use of sun care set to spread from female to male consumers
Spray formats to become more popular as consumers demand convenience
Tinted sun protection products to add an element of self-tanning to the category

CATEGORY DATA

Table 1 - Sales of Sun Care by Category: Value 2017-2022
Table 2 - Sales of Sun Care by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Sun Care: % Value 2018-2022
Table 4 - LBN Brand Shares of Sun Care: % Value 2019-2022
Table 5 - LBN Brand Shares of Premium Adult Sun Care: % Value 2019-2022
Table 6 - Forecast Sales of Sun Care by Category: Value 2022-2027
Table 7 - Forecast Sales of Sun Care by Category: % Value Growth 2022-2027

Beauty and Personal Care in Romania - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 8 - Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 9 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 10 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 11 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 12 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 13 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 17 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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