

# Colour Cosmetics in Romania

May 2023

Table of Contents

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Colour cosmetics booms as consumers return to their pre-pandemic daily routines  
E-commerce continues to gain ground as online retailers expand their portfolios  
Mass brands outperform their premium rivals due to the adverse economic situation

### PROSPECTS AND OPPORTUNITIES

Category players to target younger consumers in a bid to gain crucial advantages  
Demand for more natural products set to continue rising from a low base  
Few changes expected in the retail distribution of colour cosmetics

### CATEGORY DATA

Table 1 - Sales of Colour Cosmetics by Category: Value 2017-2022  
Table 2 - Sales of Colour Cosmetics by Category: % Value Growth 2017-2022  
Table 3 - NBO Company Shares of Colour Cosmetics: % Value 2018-2022  
Table 4 - LBN Brand Shares of Colour Cosmetics: % Value 2019-2022  
Table 5 - LBN Brand Shares of Eye Make-up: % Value 2019-2022  
Table 6 - LBN Brand Shares of Facial Make-up: % Value 2019-2022  
Table 7 - LBN Brand Shares of Lip Products: % Value 2019-2022  
Table 8 - LBN Brand Shares of Nail Products: % Value 2019-2022  
Table 9 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022  
Table 10 - Forecast Sales of Colour Cosmetics by Category: Value 2022-2027  
Table 11 - Forecast Sales of Colour Cosmetics 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 12 - Sales of Beauty and Personal Care by Category: Value 2017-2022  
Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022  
Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022  
Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022  
Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022  
Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022  
Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022  
Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022  
Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027  
Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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### SOURCES

Summary 1 - Research Sources

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