Beauty and Personal Care in Romania

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 1 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

Some parents are cautious, but an increasing number are willing to pay to ensure quality
Farmec launches a new brand in baby and child-specific products
Multinationals lead, and private label share low due to target consumer group

PROSPECTS AND OPPORTUNITIES

Dynamic growth set to continue, driven by baby wipes
Communication will be important to drive growth
Despite strong growth for premium products, most consumers will still buy mass

CATEGORY DATA

Table 11 - Sales of Baby and Child-specific Products by Category: Value 2018-2023
Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023
Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023
Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023
Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023
Table 16 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023
Table 17 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023
Table 18 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023
Table 19 - Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028
Table 20 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028
Table 21 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

Bath and Shower in Romania
KEY DATA FINDINGS

2023 DEVELOPMENTS

More conscious spending and the end of the pandemic prevent volume growth
Product launches focus on different areas of interest for Romanians
Top three multinationals extend their shares in 2023

PROSPECTS AND OPPORTUNITIES

Hand sanitisers and bar soap will continue to be a drag on growth
Consumers will stick to brands, and search for natural and sustainable products
Share of e-commerce set to rise, although offline retail will continue to dominate

CATEGORY DATA

Table 22 - Sales of Bath and Shower by Category: Value 2018-2023
Table 23 - Sales of Bath and Shower by Category: % Value Growth 2018-2023
Table 24 - Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023
Table 25 - NBO Company Shares of Bath and Shower: % Value 2019-2023
Table 26 - LBN Brand Shares of Bath and Shower: % Value 2020-2023
Table 27 - LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023
Table 28 - Forecast Sales of Bath and Shower by Category: Value 2023-2028
Table 29 - Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028
Table 30 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

Colour Cosmetics in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued solid growth thanks to a diverse product offer
Consumers seek more benefits from colour cosmetics, and are influenced by social media
Consumers are increasingly interested in sustainable products and packaging

PROSPECTS AND OPPORTUNITIES

Greater consumer engagement and product launches set to drive continued growth
Online platforms will be influential and drive sales via retail e-commerce
The blurring of the lines between beauty and personal care categories

CATEGORY DATA

Table 31 - Sales of Colour Cosmetics by Category: Value 2018-2023
Table 32 - Sales of Colour Cosmetics by Category: % Value Growth 2018-2023
Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2019-2023
Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2020-2023
Table 35 - LBN Brand Shares of Eye Make-up: % Value 2020-2023
Table 36 - LBN Brand Shares of Facial Make-up: % Value 2020-2023
Table 37 - LBN Brand Shares of Lip Products: % Value 2020-2023
Table 38 - LBN Brand Shares of Nail Products: % Value 2020-2023
Table 39 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023
Table 40 - Forecast Sales of Colour Cosmetics by Category: Value 2023-2028
Table 41 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

Deodorants in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS
Volume sales rebound, but not to the pre-pandemic level
Deodorant sprays remains most popular format, although roll-on and stick also grow
Consumers seek different pack sizes and specific benefits from deodorants

PROSPECTS AND OPPORTUNITIES
Continued growth expected along with wider portfolios
Few changes expected in the format preferences of local consumers in deodorants
Sustainability expected to gain importance in the forecast period

CATEGORY DATA
Table 42 - Sales of Deodorants by Category: Value 2018-2023
Table 43 - Sales of Deodorants by Category: % Value Growth 2018-2023
Table 44 - Sales of Deodorants by Premium vs Mass: % Value 2018-2023
Table 45 - NBO Company Shares of Deodorants: % Value 2019-2023
Table 46 - LBN Brand Shares of Deodorants: % Value 2020-2023
Table 47 - LBN Brand Shares of Premium Deodorants: % Value 2020-2023
Table 48 - Forecast Sales of Deodorants by Category: Value 2023-2028
Table 49 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028
Table 50 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

Depilatories in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS
Rising prices drive dynamic value growth, despite only low volume growth
Continued move towards retail e-commerce, although from a low base
Competition from IPL

PROSPECTS AND OPPORTUNITIES
Challenges to growth, but also opportunities to explore
High concentration could prevent new entrants
Grocery retailers will continue to dominate, but retail e-commerce set to maintain its rising trend

CATEGORY DATA
Table 51 - Sales of Depilatories by Category: Value 2018-2023
Table 52 - Sales of Depilatories by Category: % Value Growth 2018-2023
Table 53 - Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023
Table 54 - NBO Company Shares of Depilatories: % Value 2019-2023
Table 55 - LBN Brand Shares of Depilatories: % Value 2020-2023
Table 56 - Forecast Sales of Depilatories by Category: Value 2023-2028
Table 57 - Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

Fragrances in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS
Premium fragrances outperforms mass fragrances
Premium fragrances considered an investment
Premium men’s fragrances outperforms all other categories

PROSPECTS AND OPPORTUNITIES
As inflationary pressures ease, the performance of fragrances set to improve
Aggressive marketing and consumer desire for self-confidence set to drive growth
Share of e-commerce set to continue to rise

CATEGORY DATA
Table 58 - Sales of Fragrances by Category: Value 2018-2023
Table 59 - Sales of Fragrances by Category: % Value Growth 2018-2023
Table 60 - NBO Company Shares of Fragrances: % Value 2019-2023
Table 61 - LBN Brand Shares of Fragrances: % Value 2020-2023
Table 62 - LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023
Table 63 - LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023
Table 64 - Forecast Sales of Fragrances by Category: Value 2023-2028
Table 65 - Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

Hair Care in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS
Products that meet consumers’ specific needs perform well
Demand for natural, bio, and repair hair care products increases
Salon professional hair care sees exceptional growth as consumers look for efficacy

PROSPECTS AND OPPORTUNITIES
Despite challenges for some categories, hair care expected to maintain growth
Multinationals expected to remain dominant by adding value
Growth expected to continue for retail e-commerce

CATEGORY DATA
Table 66 - Sales of Hair Care by Category: Value 2018-2023
Table 67 - Sales of Hair Care by Category: % Value Growth 2018-2023
Table 68 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023
Table 69 - NBO Company Shares of Hair Care: % Value 2019-2023
Table 70 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023
Table 71 - LBN Brand Shares of Hair Care: % Value 2020-2023
Table 72 - LBN Brand Shares of Colourants: % Value 2020-2023
Table 73 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023
Table 74 - LBN Brand Shares of Styling Agents: % Value 2020-2023
Table 75 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023
Table 76 - Forecast Sales of Hair Care by Category: Value 2023-2028
Table 77 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028
Table 78 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

Men's Grooming in Romania

KEY DATA FINDINGS

2023 DEVELOPMENTS
Categories within men’s toiletries see above-average performances
Men’s shaving and mass men’s fragrances suffer notable volume declines
Mass segment drives sales and growth in men’s toiletries

PROSPECTS AND OPPORTUNITIES
The rising importance of personal care and image set to drive growth
Product development and effective marketing to appeal to men
Procter & Gamble set to maintain its lead
KEY DATA FINDINGS

2023 DEVELOPMENTS
Basic products lead sales, but some non-essential products see stronger growth
Greater consumer understanding of the importance of oral health
Multinationals maintain their lead, but local players seize growth opportunities

PROSPECTS AND OPPORTUNITIES
Steady growth as consumer awareness rises and players continue to invest
Continued strength for the leader, but also opportunities for smaller players
Shifts in preference set to drive continued growth for electric toothbrushes

KEY DATA FINDINGS

2023 DEVELOPMENTS
Function-specific skin care products perform well
Dermocosmetics skin care maintains its long-standing dynamism
Changes in packaging trends

PROSPECTS AND OPPORTUNITIES
Despite challenges, sales of skin care products are expected to soar
More people establishing a skin care routine will drive growth
The importance of engaging with Gen Z
### CATEGORY DATA

**Table 101** - Sales of Skin Care by Category: Value 2018-2023  
**Table 102** - Sales of Skin Care by Category: % Value Growth 2018-2023  
**Table 103** - NBO Company Shares of Skin Care: % Value 2019-2023  
**Table 104** - LBN Brand Shares of Skin Care: % Value 2020-2023  
**Table 105** - LBN Brand Shares of Basic Moisturisers: % Value 2020-2023  
**Table 106** - LBN Brand Shares of Anti-agers: % Value 2020-2023  
**Table 107** - LBN Brand Shares of Firming Body Care: % Value 2020-2023  
**Table 108** - LBN Brand Shares of General Purpose Body Care: % Value 2020-2023  
**Table 109** - LBN Brand Shares of Premium Skin Care: % Value 2020-2023  
**Table 110** - Forecast Sales of Skin Care by Category: Value 2023-2028  
**Table 111** - Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rebound from pandemic decline and changing consumer habits drive dynamic growth  
Both premium and mass sun care perform well  
Sun protection dominates, and drives growth in sun care

#### PROSPECTS AND OPPORTUNITIES

Continued growth as consumers are more aware of the dangers of sun exposure  
Health and wellness trend likely to drive growth across adult and baby sun care  
Premium sun care set to see stronger growth, but remain smaller than mass

**Category Data**

**Table 112** - Sales of Sun Care by Category: Value 2018-2023  
**Table 113** - Sales of Sun Care by Category: % Value Growth 2018-2023  
**Table 114** - NBO Company Shares of Sun Care: % Value 2019-2023  
**Table 115** - LBN Brand Shares of Sun Care: % Value 2020-2023  
**Table 116** - LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023  
**Table 117** - Forecast Sales of Sun Care by Category: Value 2023-2028  
**Table 118** - Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

### Premium Beauty and Personal Care in Romania

**Category Data**

**Table 119** - Sales of Premium Beauty and Personal Care by Category: Value 2018-2023  
**Table 120** - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023  
**Table 121** - NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Dynamic value growth is maintained due to customer loyalty  
Accessibly priced premium products, including dermocosmetics, increasingly favoured

#### PROSPECTS AND OPPORTUNITIES

Continued dynamism, with premium fragrances and skin care remaining dominant  
Some upgrading from mass beauty and personal care expected  
Efficacy will be critical in consumer choice

**Category Data**

**Table 119** - Sales of Premium Beauty and Personal Care by Category: Value 2018-2023  
**Table 120** - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023  
**Table 121** - NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023
KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium ingredients are increasingly included in mass products
Mass skin care and sun care demonstrate dynamism
Some downgrading seen in 2023, but less obvious in skin care and fragrances

PROSPECTS AND OPPORTUNITIES

Growth set to continue as consumers seek high quality mass products at reasonable prices
Transparency and certifications to reassure consumers of product safety
Premiumisation and new product launches will maintain rising value sales

CATEGORY DATA

Table 125 - Sales of Mass Beauty and Personal Care by Category: Value 2018-2023
Table 126 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 127 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023
Table 128 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023
Table 129 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028
Table 130 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

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