EXECUTIVE SUMMARY

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

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DISCLAIMER

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Baby and Child-Specific Products in Romania

KEY DATA FINDINGS

2022 DEVELOPMENTS

Positive growth in 2022 tempered by the low birth rate and harsh economic situation
The proliferation of baby specialist online retailers boosts e-commerce sales
Private label gains ground as consumers prioritise value for money

PROSPECTS AND OPPORTUNITIES

Challenging economic situation likely to continue suppressing demand
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Modern chained retail formats increasingly preferred for convenience and value

PROSPECTS AND OPPORTUNITIES

Trend away from bar soap and towards liquid soap and shower gel to continue building
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Colour Cosmetics in Romania

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
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Deodorants in Romania

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Larger pack sizes come to the fore as consumers prioritise value for money
Volume sales fail to recover to pre-pandemic levels as growth stalls and demand falls
Deodorant creams remains a marginal category as sales continue to decline

PROSPECTS AND OPPORTUNITIES
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KEY DATA FINDINGS

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Private label gains ground as incomes and spending remain under pressure
Women's pre-shave remains a minor category as volume sales decline

PROSPECTS AND OPPORTUNITIES
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Mass fragrances continues to struggle as demand continues to fall, albeit more slowly
Arabian scents gain ground as consumers look primarily for value and performance
E-commerce rises in importance as consumers seek convenience and value

PROSPECTS AND OPPORTUNITIES
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Hair Care in Romania

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Salon professional hair care takes off as consumers demand higher quality Products that treat damaged hair take off in shampoos and conditioners and treatments
The return to socialising in public boosts demand for styling agents

PROSPECTS AND OPPORTUNITIES
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Men’s Grooming in Romania

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Men’s shaving underperforms as beards and beard trimmers remain popular
Procter & Gamble leads due to its dominant position in men’s shaving
Pressure on spending boosts the popularity of private label

PROSPECTS AND OPPORTUNITIES
The rising popularity of barbershops to boost demand for premium products
Rising demand for economy product to flow from the rising cost of living
Premium products unlikely to emerge strongly in men’s toiletries

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**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

- Shifts in preferences driver change in the usage of power toothbrushes
- E-commerce continues to boom as consumers prioritise convenience and value
- Private label makes huge strides as consumers look to economise on oral care

**PROSPECTS AND OPPORTUNITIES**

- Demand for more natural oral care products to rise as consumer needs evolve
- The adoption of more sophisticated dental care routines to broaden demand
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**CATEGORY DATA**

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**Skin Care in Romania**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

- Positive sales growth for skin care in 2022 as favourable trends continue
- E-commerce booms as range of skin care products available online expands
- High-performance serums become popular as consumers demand results

**PROSPECTS AND OPPORTUNITIES**

- Premium skin care set to struggle as consumers trade down to mass brands
- More specialised products that target specific skin problems set to boom
- Social media to continue emerging as a key marketing platform for skin care
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

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Premium Beauty and Personal Care in Romania

KEY DATA FINDINGS

2022 DEVELOPMENTS
Premium brands proliferate as consumers become more discerning
E-commerce presents strong opportunities for premium brands to expand
Premium skin care brands with a derma positioning continue to flourish

PROSPECTS AND OPPORTUNITIES
Slow economic recovery and pressure on incomes set to suppress sales growth
Marketing and promotional activity likely to provide crucial support to sales growth
New brands set to appear, although category leaders unlikely to face serious challenges

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KEY DATA FINDINGS

2022 DEVELOPMENTS
Positive growth sales recorded in 2022 as favourable trends spread among consumers
Consumers increasingly favour e-commerce as a source of mass brands
Mass bath and shower underperforms as personal hygiene routines return to normal

PROSPECTS AND OPPORTUNITIES
Widespread shift from premium to mass brands set to support sales growth
More refined strategies among category players expected to support sales growth
Organic products to face barriers to further development in Romania

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