

# **Colour Cosmetics in Romania**

May 2024

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# Colour Cosmetics in Romania - Category analysis

# **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

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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

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