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

CATEGORY DATA
Table 1 - Sales of Premium Beauty and Personal Care by Category: Value 2017-2022
Table 2 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022
Table 4 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022
Table 5 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2022-2027
Table 6 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2022-2027

EXECUTIVE SUMMARY

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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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