

# Bath and Shower - Romania

<https://marketpublishers.com/r/B2EB3DC6DDEEN.html>

Date: November 2011

Pages: 26

Price: US\$ 990.00 (Single User License)

ID: B2EB3DC6DDEEN

## Abstracts

Eco-friendly and nature-inspired products are preferred by consumers, with sales in this category increasing in 2010. Similarly, products with added benefits, such as anti-ageing, anti-cellulite or shower and shave products are becoming more popular.

Euromonitor International's Bath and Shower in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2006-2010, allowing you to identify the sectors driving growth. Forecasts to 2015 illustrate how the market is set to change.

**Product coverage:** Bar Soap, Bath Additives, Body Wash/Shower Gel, Intimate Hygiene, Liquid Soap, Talcum Powder.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Bath and Shower market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 30 years experience of publishing market research

reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### **BATH AND SHOWER IN ROMANIA**

Euromonitor International  
November 2011

### **LIST OF CONTENTS AND TABLES**

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Bath and Shower by Category: Value 2005-2010

Table 2 Sales of Bath and Shower by Category: % Value Growth 2005-2010

Table 3 Bath and Shower Premium Vs Mass % Analysis 2005-2010

Table 4 Bath and Shower Company Shares 2006-2010

Table 5 Bath and Shower Brand Shares by GBN 2007-2010

Table 6 Bath and Shower Premium Brand Shares by GBN 2007-2010

Table 7 Forecast Sales of Bath and Shower by Category: Value 2010-2015

Table 8 Forecast Sales of Bath and Shower by Category: % Value Growth 2010-2015

Table 9 Forecast Bath and Shower Premium Vs Mass % Analysis 2010-2015

Elmi Prodfarm SRL in Beauty and Personal Care (romania)

Strategic Direction

Key Facts

Summary 1 Elmi Prodfarm SRL: Key Facts

Summary 2 Elmi Prodfarm SRL: Operational Indicators

Company Background

Competitive Positioning

Summary 3 Elmi Prodfarm SRL: Competitive Position 2010

Executive Summary

Rural/urban Consumption Gap Offers Strong Growth Potential

Nature-inspired Products Gain Strength

Multinationals Maintain Leading Positions

Expansion of Retailing Will Drive Up Cosmetics' Sales

Key Trends and Developments

Direct Sellers Dominate the Rural Environment

Multinationals Dominant

Middle Income Segment Offers Highest Growth Potential

Pharmacies and Beauty Retailers Increase Share

Increasingly Demanding Consumers

Bio/natural Cosmetics Have A Strong Development Potential

Market Data

Table 10 Sales of Beauty and Personal Care by Category: Value 2005-2010

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2005-2010

Table 12 Sales of Premium Cosmetics by Category: Value 2005-2010

Table 13 Sales of Premium Cosmetics by Category: % Value Growth 2005-2010

Table 14 Beauty and Personal Care Company Shares by NBO 2006-2010

Table 15 Beauty and Personal Care Company Shares by GBO 2006-2010

Table 16 Beauty and Personal Care Brand Shares by GBN 2007-2010

Table 17 Sales of Beauty and Personal Care by Distribution Format: % Analysis  
2005-2010

Table 18 Sales of Beauty and Personal Care by Category and by Distribution Format:  
% Analysis 2010

Table 19 Forecast Sales of Beauty and Personal Care by Category: Value 2010-2015

Table 20 Forecast Sales of Beauty and Personal Care by Category: % Value Growth  
2010-2015

Definitions

Sources

Summary 4 Research Sources

## I would like to order

Product name: Bath and Shower - Romania

Product link: <https://marketpublishers.com/r/B2EB3DC6DDEEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B2EB3DC6DDEEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970