

# Fragrances in Romania

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## Abstracts

Fragrances saw an above-average performance in beauty and personal care in 2015. While fragrances are viewed as non-essential or even as indulgent purchases, these products are benefiting from also being viewed as status symbols. The consumer base for fragrances is thus continuing to broaden thanks to consumers' strengthening purchasing power. Those consumers who can afford to do so meanwhile often become regular buyers of fragrances and prefer high-quality premium brands as these are viewed as...

Euromonitor International's Fragrances 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 2011-2015, allowing you to identify the sectors driving growth. Forecasts to 2020 illustrate how the market is set to change.

**Product coverage:** Mass Fragrances, Premium Fragrances.

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

### Why buy this report?

Get a detailed picture of the Fragrances 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 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Fragrances by Category: Value 2010-2015

Table 2 Sales of Fragrances by Category: % Value Growth 2010-2015

Table 3 NBO Company Shares of Fragrances: % Value 2011-2015

Table 4 LBN Brand Shares of Fragrances: % Value 2012-2015

Table 5 LBN Brand Shares of Premium Men's Fragrances: % Value 2012-2015

Table 6 LBN Brand Shares of Premium Women's Fragrances: % Value 2012-2015

Table 7 Forecast Sales of Fragrances by Category: Value 2015-2020

Table 8 Forecast Sales of Fragrances by Category: % Value Growth 2015-2020

Avon Cosmetics Romania SRL in Beauty and Personal Care (romania)

Strategic Direction

Key Facts

Summary 1 Avon Cosmetics Romania Srl: Key Facts

Summary 2 Avon Cosmetics Romania Srl: Operational Indicators

Competitive Positioning

Summary 3 Avon Cosmetics Romania Srl : Competitive Position 2015

Farmec SA in Beauty and Personal Care (romania)

Strategic Direction

Key Facts

Summary 4 Farmec SA: Key Facts

Summary 5 Farmec SA: Operational Indicators

Competitive Positioning

Summary 6 Farmec SA: Competitive Position 2015

Procter & Gamble Distribution SRL in Beauty and Personal Care (romania)

Strategic Direction

Key Facts

Summary 7 Procter & Gamble Distribution Srl: Key Facts

Summary 8 Procter & Gamble Distribution Srl: Operational Indicators

Competitive Positioning

Summary 9 Procter & Gamble Distribution Srl: Competitive Position 2015

Executive Summary

Stronger 2015 Growth Due To Rising Disposable Income Levels and Stronger Rural Sales

Dermocosmetics Enjoy Outstanding Growth

Direct Selling Consolidates Its Position in Beauty and Personal Care

Appealing Child-specific Designs Boost Baby and Child-specific Products

Steady Growth Expected Over Forecast Period

Key Trends and Developments

Internet Retailing Developing Much Faster Than Overall Beauty and Personal Care

Naturally-positioned and Organic Products Increasingly Sought by Consumers

Domestic Companies Becoming Leading Innovators in Mass Beauty and Personal Care

Market Data

Table 9 Sales of Beauty and Personal Care by Category: Value 2010-2015

Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2010-2015

Table 11 Sales of Premium Beauty and Personal Care by Category: Value 2010-2015

Table 12 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2010-2015

Table 13 GBO Company Shares of Beauty and Personal Care: % Value 2011-2015

Table 14 NBO Company Shares of Beauty and Personal Care: % Value 2011-2015

Table 15 LBN Brand Shares of Beauty and Personal Care: % Value 2012-2015

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2010-2015

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2015

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2015-2020

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2015-2020

Table 20 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2015-2020

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2015-2020

Definitions

Sources

Summary 10 Research Sources

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