

# 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.

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