

Men's Grooming in Romania

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Abstracts

2022 marked the third consecutive year of negative volume sales growth in men's shaving as the prevailing fashion trends remained highly unfavourable for the category. The first background trend putting pressure on demand for men's shaving is the enduring popularity of beards, especially our men in their 30s and 40s. While the peak of the fashion for beards has undoubtedly already passed, there are still significant numbers of young Romanian men who prefer to avoid shaving wherever possible, ins...

Euromonitor International's Men's Grooming 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

Get a detailed picture of the Men's Grooming 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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