

# 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.



## Contents

### MEN'S GROOMING IN ROMANIA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Men's shaving underperforms as beards and beard trimmers remain popular

Procter & Gamble leads due to its dominant position in men's shaving

Pressure on spending boosts the popularity of private label

#### PROSPECTS AND OPPORTUNITIES

The rising popularity of barbershops to boost demand for premium products

Rising demand for economy product to flow from the rising cost of living

Premium products unlikely to emerge strongly in men's toiletries

#### CATEGORY DATA

Table 1 Sales of Men's Grooming by Category: Value 2017-2022

Table 2 Sales of Men's Grooming by Category: % Value Growth 2017-2022

Table 3 Sales of Men's Razors and Blades by Type: % Value Breakdown 2019-2022

Table 4 Sales of Men's Skin Care by Type: % Value Breakdown 2019-2022

Table 5 NBO Company Shares of Men's Grooming: % Value 2018-2022

Table 6 LBN Brand Shares of Men's Grooming: % Value 2019-2022

Table 7 LBN Brand Shares of Men's Razors and Blades: % Value 2019-2022

Table 8 Forecast Sales of Men's Grooming by Category: Value 2022-2027

Table 9 Forecast Sales of Men's Grooming by Category: % Value Growth 2022-2027

### BEAUTY AND PERSONAL CARE IN ROMANIA

#### 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 10 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

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



2022

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth  
2022-2027

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SOURCES

Summary 1 Research Sources



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