

Oral Care in Romania

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Abstracts

Power toothbrushes saw major change towards the end of the review period as demand shifted away from battery toothbrushes and towards electric toothbrushes. This trend is being driven by driven by increased levels of price promotions as well as attractive pricing all-year-round, a move that has been taken by manufacturers in response to growing consumer interest in maintaining the highest standards of oral health and dental hygiene. Another factor that has contributed to the shift away from batt...

Euromonitor International's Oral Care 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: Dental Floss, Denture Care, Mouth Fresheners, Mouthwashes/Dental Rinses, Tooth Whiteners, Toothbrushes, Toothpaste.

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

Why buy this report?

Get a detailed picture of the Oral Care 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

ORAL CARE IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Shifts in preferences driver change in the usage of power toothbrushes

E-commerce continues to boom as consumers prioritise convenience and value

Private label makes huge strides as consumers look to economise on oral care

PROSPECTS AND OPPORTUNITIES

Demand for more natural oral care products to rise as consumer needs evolve

The adoption of more sophisticated dental care routines to broaden demand

Power toothbrushes set to continue gaining ground on battery toothbrushes

CATEGORY DATA

Table 1 Sales of Oral Care by Category: Value 2017-2022

Table 2 Sales of Oral Care by Category: % Value Growth 2017-2022

Table 3 Sales of Toothbrushes by Category: Value 2017-2022

Table 4 Sales of Toothbrushes by Category: % Value Growth 2017-2022

Table 5 Sales of Toothpaste by Type: % Value Breakdown 2018-2022

Table 6 NBO Company Shares of Oral Care: % Value 2018-2022

Table 7 LBN Brand Shares of Oral Care: % Value 2019-2022

Table 8 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2019-2022

Table 9 LBN Brand Shares of Toothpaste: % Value 2019-2022

Table 10 Forecast Sales of Oral Care by Category: Value 2022-2027

Table 11 Forecast Sales of Oral Care by Category: % Value Growth 2022-2027

Table 12 Forecast Sales of Toothbrushes by Category: Value 2022-2027

Table 13 Forecast Sales of Toothbrushes 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 14 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 19 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 20 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 21 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 22 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 23 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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