

# Oral Care in Romania

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## Abstracts

Oral care remains underdeveloped in Romania. Only a small range of basic products are widely used by consumers, such as manual toothbrushes and toothpaste. There is meanwhile still a significant share of the rural population who are not at all educated about oral health or the benefits of an oral care regime.

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 2011-2015, allowing you to identify the sectors driving growth. Forecasts to 2020 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

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Oral Care by Category: Value 2010-2015

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

Table 3 Sales of Toothbrushes by Category: Value 2010-2015

Table 4 Sales of Toothbrushes by Category: % Value Growth 2010-2015

Table 5 Sales of Toothpaste by Type: % Value Breakdown 2011-2015

Table 6 NBO Company Shares of Oral Care: % Value 2011-2015

Table 7 LBN Brand Shares of Oral Care: % Value 2012-2015

Table 8 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2012-2015

Table 9 LBN Brand Shares of Toothpaste: % Value 2012-2015

Table 10 Forecast Sales of Oral Care by Category: Value 2015-2020

Table 11 Forecast Sales of Oral Care by Category: % Value Growth 2015-2020

Table 12 Forecast Sales of Toothbrushes by Category: Value 2015-2020

Table 13 Forecast Sales of Toothbrushes by Category: % Value Growth 2015-2020

Farmec SA in Beauty and Personal Care (romania)

Strategic Direction

Key Facts

Summary 1 Farmec SA: Key Facts

Summary 2 Farmec SA: Operational Indicators

Competitive Positioning

Summary 3 Farmec SA: Competitive Position 2015

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

Strategic Direction

Key Facts

Summary 4 Procter & Gamble Distribution Srl: Key Facts

Summary 5 Procter & Gamble Distribution Srl: Operational Indicators

Competitive Positioning

Summary 6 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 14 Sales of Beauty and Personal Care by Category: Value 2010-2015

Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2010-2015

Table 16 Sales of Premium Beauty and Personal Care by Category: Value 2010-2015

Table 17 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2010-2015

Table 18 GBO Company Shares of Beauty and Personal Care: % Value 2011-2015

Table 19 NBO Company Shares of Beauty and Personal Care: % Value 2011-2015

Table 20 LBN Brand Shares of Beauty and Personal Care: % Value 2012-2015

Table 21 Distribution of Beauty and Personal Care by Format: % Value 2010-2015

Table 22 Distribution of Beauty and Personal Care by Format and Category: % Value 2015

Table 23 Forecast Sales of Beauty and Personal Care by Category: Value 2015-2020

Table 24 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2015-2020

Table 25 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2015-2020

Table 26 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2015-2020

Definitions

Sources

Summary 7 Research Sources

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