

# Skin Care in Romania

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## Abstracts

Skin care is benefiting from continuous innovation from the leading players, in addition to a wide product range and consumers' increasing awareness of the benefits of skin care. Players are meanwhile focusing on increasing the quality of products, often introducing natural ingredients and removing potentially harmful ingredients. The use of pharmaceutical ingredients is also widening, such as hyaluronic acid.

Euromonitor International's Skin 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:** Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

### Why buy this report?

Get a detailed picture of the Skin 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.

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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

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