

# Super Premium Beauty and Personal Care in Romania

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## Abstracts

Super premium beauty and personal care, especially skin care products, have gained significant popularity in Romania over the last two-three years. This is a result of massive online campaigns and the increasing number of exclusively online retailers that sell these products. Furthermore, Romanian consumers, especially women, do not mind paying more for a product that targets special skin problems and is well known as being effective. As such, in 2021, the consumers of luxury skin care are not o...

Euromonitor International's Super Premium Beauty and Personal Care in Romania report offers a comprehensive guide to the size and shape of the Super Premium Beauty and Personal Care market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Super Premium Beauty and Personal Care retailing along with the development of consumers' shopping patterns. Forecasts to 2025 illustrate how the market is set to change

**Product coverage:** Other Super Premium Beauty and Personal Care, Super Premium Colour Cosmetics, Super Premium Fragrances, Super Premium Skin Care.

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

## Why buy this report?

Get a detailed picture of the Super Premium Beauty and Personal 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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COVID-19 accelerates online shift, and change may be permanent

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