

Hair Care Products Market in Romania 2021

<https://marketpublishers.com/r/H264423567F5EN.html>

Date: January 2022

Pages: 16

Price: US\$ 550.00 (Single User License)

ID: H264423567F5EN

Abstracts

Hair care products are those that help to control the properties and behavior of the hair so that it can be maintained in a controlled and desirable manner. The hair care products market in Romania is set to increase by US\$ 175 million from 2021 to 2027, representing a compound annual growth rate (CAGR) of 6.6% during the forecast period. Continuously rising personnel disposable income levels, increasing adoption of a modern approach to grooming practices, increasing cases of hair loss among men, coupled with the rising prevalence of scalp disorders and hair loss are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for hair care products. The Romania hair care products market is segmented on the basis of price range, product, and distribution channel. On the basis of price range, the hair care products market in Romania has been segmented into prestige product, mass product. Among these, the mass product segment was accounted for the highest revenue generator in 2020. By product, the hair care products market in Romania has been segmented into shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care. The shampoos segment is estimated to account for the largest share of the hair care products market in Romania. Based on distribution channel, the hair care products market in Romania is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

The conditioners market is further segmented into traditional conditioners, and intensive conditioners. The traditional conditioners segment captured the largest share of the market in 2020 and is expected to maintain its dominance during the forecast period. Furthermore, the styling products market has been categorized into hairsprays, hair mousses, hair gels, and others. According to the research, the hairsprays segment had the largest share in the hair care products market in Romania. The shampoos market is

further divided into standard shampoos, 2-in-1 shampoos, medicated shampoos, and others. StrategyHelix research indicates that the standard shampoos segment occupied the largest share of this market in 2020 and is expected to draw the highest demand in coming years.

The Romania hair care products market is highly competitive. The key players in the hair care products market include L'Oreal S.A., The Procter & Gamble Company, Henkel AG & Co. KGaA, Papillon Laboratoires Cosmetiques S.R.L., Unilever PLC, Gruppo Sodalis Srl, Beiersdorf AG.

Report Scope

Price range: prestige product, mass product

Product: shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Romania hair care products market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Papillon Laboratoires Cosmetiques S.R.L.

Unilever PLC
Gruppo Sodalis Srl
Beiersdorf AG
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