

Perfume Market in Romania 2021

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Abstracts

Perfumes are basically aromatic compounds dissolved in a solvent e.g. ethanol or a mix of water and ethanol. Perfume is used to give a pleasant and desirable scent to a person's body, typically with the aim of increasing self-appeal and self-confidence. The perfume market in Romania is poised to grow by US\$ 225 million during 2021-2027, progressing at a CAGR of 7.2% during the forecast period, according to data and analytics company StrategyHelix. Rising consumer disposable income and improving standards of living, increasing consciousness among male consumers about personal wellness and appearance, increasing product availability and retail outlet 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 perfume. The Romania perfume market is segmented on the basis of price range, consumer group, and distribution channel. By price range, the perfume market in Romania has been segmented into prestige product, mass product. According to the research, the mass product segment had the largest share in the perfume market in Romania. Based upon consumer group, the perfume market in Romania is categorized into men, women, unisex. In 2020, the women segment made up the largest share of revenue generated by the perfume market. On the basis of distribution channel, the perfume market in Romania has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The Romania perfume market is highly competitive. The perfume market is dominated by key players, which are Natura & Co, L'Oreal S.A., Coty Inc., Oriflame Cosmetics S.A., LVMH Moët Hennessy Louis Vuitton SA (LVMH), PUIG SL, Yves Rocher sa, LA RIVE S.A., Gr. Sarantis S.A.

Report Scope

Price range: prestige product, mass product

Consumer group: men, women, unisex

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 perfume market

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

Pinpoint growth sectors and trends for investment

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L'Oreal S.A.
Coty Inc.
Oriflame Cosmetics S.A.
LVMH Moët Hennessy Louis Vuitton SA (LVMH)
PUIG SL
Yves Rocher sa
LA RIVE S.A.

Gr. Sarantis S.A.
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