

# Romania: Hair Care Products Market and the Impact of COVID-19 in the Medium Term

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## Abstracts

This report presents a comprehensive overview of the hair care products market in Romania and a forecast for its development in the next five years, taking into account the impact of COVID-19 on it. It provides a detailed analysis of the market, its dynamics, structure, characteristics, main players, growth and demand drivers, etc.

The purpose of the report is to describe the state of the hair care products market in Romania, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the medium term, taking into account the impact of COVID-19 on it. In addition, the report presents an elaborate analysis of the main market participants, the price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

The report on the hair care products market in Romania includes:

Analysis and forecast for the economy of Romania;

Analysis and forecast for development of the market volume (market size), value and dynamics;

Market structure (by origin, by types of products, etc.);

Volume, dynamics and analysis of domestic production (past, current and future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of consumption (past, current and future);

Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.) and the competitive landscape;

Value chain analysis;

Analysis of the factors, influencing the development of the market (market growth drivers, restraints, recent state programs, etc.);

Analysis and forecast of the trends and levels of supply and demand on the market;

Forecast for development of the market in the medium term, taking into account the impact of COVID-19 on it (including three possible scenarios for development).

This report will allow you to:

Quickly and cost-effectively gain competitive intelligence about the market;

Track market data, including size, value, segmentation, forecasts, dynamics and structure – past, present and future;

Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;

Strategically assess market growth potential, demand drivers and restraints on the market;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;

See how the market performed in the past (over the last 5 years) and how it will perform in the future, taking into account the impact of COVID-19 on it (in the next 5 years);

Get acquainted with the leading companies on the market (manufacturers, distributors, wholesalers, retailers, importers, exporters, Government structures, etc.);

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and market development, consumption and supply functions with useful market insights;

Build your investment strategy by assessing market attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add weight to pitches and presentations by using official and accurate data and calculations.

If you are interested in the hair care products market in Romania, this research report will provide you with invaluable analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move your business forward!

## Contents

(The contents are just preliminary - contact us for a demo version, including the full Table of contents)

### **1. INTRODUCTION**

- 1.1. Report description
- 1.2. Research methodology

### **2. EXECUTIVE SUMMARY**

### **3. CHARACTERISTICS OF HAIR CARE PRODUCTS**

### **4. CHARACTERISTICS OF RAW MATERIALS**

### **5. STATE OF THE ECONOMY OF ROMANIA**

- 5.1. Characteristics of the economy of Romania in the last 5 years
- 5.2. Forecast for the development of the economy of Romania for the next 3 years

### **6. OVERVIEW AND ANALYSIS OF THE HAIR CARE PRODUCTS MARKET IN ROMANIA**

- 6.1. Volume, value and dynamics of the hair care products market in Romania in the last 5 years
- 6.2. Structure of the hair care products market in Romania in the last 5 years: production, imports, exports, consumption
- 6.3. Structure of the hair care products market in Romania by types of hair care products
- 6.4. Structure of the hair care products market in Romania by origin
- 6.5. Key recent trends on the hair care products market in Romania
- 6.6. Competitive landscape of the market
- 6.7. Key drivers and restraints for the market development in the medium term
- 6.8. Forecast for development of the hair care products market in Romania for the next 5 years

### **7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF HAIR CARE PRODUCTS IN ROMANIA**

- 7.1. Business tendencies in the industrial production in Romania in the last 5 years
- 7.2. Volume, value and dynamics of the domestic production of hair care products in Romania in the last 5 years
- 7.3. Structure of the domestic production of hair care products by types of hair care products
- 7.4. Share of Romania in the European production of hair care products
- 7.5. Characteristics of the main producers of hair care products in Romania

## **8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF HAIR CARE PRODUCTS IN ROMANIA**

- 8.1. Value chain analysis
- 8.2. Structure of price formation
- 8.3. Characteristics of the producer prices of hair care products in Romania in the last 5 years
- 8.4. Characteristics of other prices of hair care products

## **9. FOREIGN TRADE OPERATIONS OF HAIR CARE PRODUCTS IN ROMANIA**

- 9.1. General foreign trade operations of Romania
- 9.2. Foreign trade operations of hair care products in Romania in the last 5 years

## **10. OVERVIEW AND ANALYSIS OF THE IMPORTS OF HAIR CARE PRODUCTS TO THE ROMANIAN MARKET**

- 10.1. Volume, value and dynamics of the imports of hair care products to Romania in the last 5 years
- 10.2. Main countries, importing hair care products to Romania
- 10.3. Structure of the imports of hair care products by types of products
- 10.4. Share of Romania in the European imports of hair care products
- 10.5. Domestic companies, main importers of hair care products to the Romanian market

## **11. OVERVIEW AND ANALYSIS OF THE ROMANIAN EXPORTS OF HAIR CARE PRODUCTS**

- 11.1. Volume, value and dynamics of the Romanian exports of hair care products in the last 5 years

- 11.2. Recipient countries of the Romanian exports of hair care products
- 11.3. Structure of the Romanian exports of hair care products by types of products
- 11.4. Share of Romania in the European exports of hair care products
- 11.5. Domestic companies, main exporters of hair care products from the territory of Romania

## **12. CHARACTERISTICS OF THE CONSUMPTION OF HAIR CARE PRODUCTS IN ROMANIA**

- 12.1. Volume, value and dynamics of the consumption of hair care products in Romania in the last 5 years
- 12.2. Structure of the consumption of hair care products in Romania in the last 5 years (by origin, by channel, etc.)
- 12.3. Volume, value and dynamics of the per capita consumption of hair care products in Romania in the last 5 years
- 12.4. Balance between supply and demand on the hair care products market in Romania in the last 5 years and forecast for the next 5 years

## **13. FORECAST FOR DEVELOPMENT OF THE HAIR CARE PRODUCTS MARKET IN ROMANIA FOR THE NEXT 5 YEARS**

- 13.1. Factors, influencing the development of the hair care products market in Romania in the medium term
- 13.2. Forecast for market development in the medium term under three possible scenarios

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## List Of Tables

### LIST OF TABLES

Key indicators on the hair care products market in Romania in the last 5 years

Key indicators of the economy of Romania in the last 5 years

Forecast for the economy of Romania for the next 3 years

Volume and dynamics of the hair care products market in Romania in the last 5 years

Value and dynamics of the hair care products market in Romania in the last 5 years

Structure of the hair care products market in Romania in the last 5 years, in physical terms

Structure of the hair care products market in Romania in the last 5 years, in value terms

Structure of the hair care products market in Romania by types of hair care products, in physical terms

Structure of the hair care products market in Romania by types of hair care products, in value terms

Structure of the hair care products market in Romania by origin in the last 5 years, in physical terms

Structure of the hair care products market in Romania by origin in the last 5 years, in value terms

Key business tendencies in the industrial production in Romania in the last 5 years

Volume and dynamics of the domestic production of hair care products in Romania in the last 5 years

Value and dynamics of the domestic production of hair care products in Romania in the last 5 years

Structure of the domestic production of hair care products by types of hair care products, in physical terms

Structure of the domestic production of hair care products by types of hair care products, in value terms

Value chain analysis of the hair care products market in Romania

Cost breakdown of the price formation of hair care products in Romania, in %

Volume and dynamics of the average producer prices of hair care products in Romania in the last 5 years

Volume and dynamics of other prices of hair care products in Romania (wholesale, distributor, retail, etc.) in the last 5 years

Foreign trade turnover by main commodities, in physical and value terms

Foreign trade operations by main partner countries, in value terms

Trade balance of hair care products foreign trade in Romania in the last 5 years, in physical terms

Trade balance of hair care products foreign trade in Romania in the last 5 years, in value terms

Volume and dynamics of the imports of hair care products to Romania in the last 5 years

Value and dynamics of the imports of hair care products to Romania in the last 5 years

Main countries, importing hair care products to Romania in the last 5 years, in physical terms

Main countries, importing hair care products to Romania in the last 5 years, in value terms

Structure of the imports of hair care products by types of hair care products in the last 5 years, in physical terms

Structure of the imports of hair care products by types of hair care products in the last 5 years, in value terms

Volume and dynamics of the Romanian exports of hair care products in the last 5 years

Value and dynamics of the Romanian exports of hair care products in the last 5 years

Recipient countries of the Romanian exports of hair care products in the last 5 years, in physical terms

Recipient countries of the Romanian exports of hair care products in the last 5 years, in value terms

Structure of the Romanian exports of hair care products by types of hair care products in the last 5 years, in physical terms

Structure of the Romanian exports of hair care products by types of hair care products in the last 5 years, in value terms

Volume and dynamics of the consumption of hair care products in Romania in the last 5 years

Value and dynamics of the consumption of hair care products in Romania in the last 5 years

Structure of the consumption of hair care products in Romania in the last 5 years, in physical terms

Structure of the consumption of hair care products in Romania in the last 5 years, in value terms

Structure of the consumption of hair care products in Romania by types of hair care products, in physical terms

Structure of the consumption of hair care products in Romania by types of hair care products, in value terms

Volume and dynamics of the per capita consumption of hair care products in Romania in the last 5 years

Value and dynamics of the per capita consumption of hair care products in Romania in the last 5 years



Balance between supply and demand on the hair care products market in Romania in the last 5 years and forecast for the next 5 years, in physical terms

Balance between supply and demand on the hair care products market in Romania in the last 5 years and forecast for the next 5 years, in value terms

Forecast for the total supply of hair care products in Romania for the next 5 years (under the framework of the base scenario), in physical and value terms

Forecast for the total supply of hair care products in Romania for the next 5 years (under the framework of the pessimistic scenario), in physical and value terms

Forecast for the total supply of hair care products in Romania for the next 5 years (under the framework of the optimistic scenario), in physical and value terms

Information, presented in figures

(This list is preliminary - contact us for a demo version, including the full Table of contents)

Volume and dynamics of the hair care products market in Romania in the last 5 years

Value and dynamics of the hair care products market in Romania in the last 5 years

Structure of the hair care products market in Romania in the last 5 years, in physical terms

Structure of the hair care products market in Romania in the last 5 years, in value terms

Structure of the hair care products market in Romania by types of hair care products, in physical terms

Structure of the hair care products market in Romania by types of hair care products, in value terms

Structure of the hair care products market in Romania by origin in physical terms in the last 5 years

Structure of the hair care products market in Romania by origin in value terms in the last 5 years

Volume and dynamics of the domestic production of hair care products in Romania in the last 5 years

Value and dynamics of the domestic production of hair care products in Romania in the last 5 years

Structure of the domestic production of hair care products by types of hair care products, in physical terms

Structure of the domestic production of hair care products by types of hair care products, in value terms

Value chain analysis of the hair care products market in Romania

Structure of the hair care products price formation in Romania, in %

Deviation of the average producer prices of hair care products in Romania in the last 5 years

Structure of the foreign trade turnover by main commodities, in physical and value terms

Structure of the foreign trade operations by main partner countries, in value terms

Trade balance of hair care products foreign trade in Romania in the last 5 years, in physical terms

Trade balance of hair care products foreign trade in Romania in the last 5 years, in value terms

Volume and dynamics of the imports of hair care products to Romania in the last 5 years

Value and dynamics of the imports of hair care products to Romania in the last 5 years

Main countries, importing hair care products to Romania in the last 5 years, in physical terms

Main countries, importing hair care products to Romania in the last 5 years, in value terms

Volume and dynamics of the imports of hair care products by types of hair care products in the last 5 years

Value and dynamics of the imports of hair care products by types of hair care products in the last 5 years

Volume and dynamics of the Romanian exports of hair care products in the last 5 years

Value and dynamics of the Romanian exports of hair care products in the last 5 years

Recipient countries of the Romanian exports of hair care products in the last 5 years, in physical terms

Recipient countries of the Romanian exports of hair care products in the last 5 years, in value terms

Structure of the Romanian exports of hair care products by types of hair care products in the last 5 years, in physical terms

Structure of the Romanian exports of hair care products by types of hair care products in the last 5 years, in value terms

Volume and dynamics of the consumption of hair care products in Romania in the last 5 years

Value and dynamics of the consumption of hair care products in Romania in the last 5 years

Structure of the consumption of hair care products in Romania in the last 5 years, in physical terms

Structure of the consumption of hair care products in Romania in the last 5 years, in value terms

Structure of the consumption of hair care products in Romania by types of hair care products, in physical terms

Structure of the consumption of hair care products in Romania by types of hair care products, in value terms

Volume and dynamics of the per capita consumption of hair care products in Romania in the last 5 years

Value and dynamics of the per capita consumption of hair care products in Romania in the last 5 years

Balance between supply and demand on the hair care products market in Romania in the last 5 years and forecast for the next 5 years, in physical terms

Balance between supply and demand on the hair care products market in Romania in the last 5 years and forecast for the next 5 years, in value terms

Forecast for the total supply of hair care products in Romania for the next 5 years (under the framework of the base scenario), in physical and value terms

Forecast for the total supply of hair care products in Romania for the next 5 years (under the framework of the pessimistic scenario), in physical and value terms

Forecast for the total supply of hair care products in Romania for the next 5 years (under the framework of the optimistic scenario), in physical and value terms

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