

Oral Care in Romania

May 2024

Table of Contents

Oral Care in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Basic products lead sales, but some non-essential products see stronger growth

Greater consumer understanding of the importance of oral health

Multinationals maintain their lead, but local players seize growth opportunities

PROSPECTS AND OPPORTUNITIES

Steady growth as consumer awareness rises and players continue to invest

Continued strength for the leader, but also opportunities for smaller players

Shifts in preference set to drive continued growth for electric toothbrushes

CATEGORY DATA

Table 1 - Sales of Oral Care by Category: Value 2018-2023

Table 2 - Sales of Oral Care by Category: % Value Growth 2018-2023

Table 3 - Sales of Toothbrushes by Category: Value 2018-2023

Table 4 - Sales of Toothbrushes by Category: % Value Growth 2018-2023

Table 5 - Sales of Toothpaste by Type: % Value Breakdown 2019-2023

Table 6 - NBO Company Shares of Oral Care: % Value 2019-2023

Table 7 - LBN Brand Shares of Oral Care: % Value 2020-2023

Table 8 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023

Table 9 - LBN Brand Shares of Toothpaste: % Value 2020-2023

Table 10 - Forecast Sales of Oral Care by Category: Value 2023-2028

Table 11 - Forecast Sales of Oral Care by Category: % Value Growth 2023-2028

Table 12 - Forecast Sales of Toothbrushes by Category: Value 2023-2028

Table 13 - Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

Beauty and Personal Care in Romania - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 14 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 15 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 16 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 17 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 18 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 19 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 20 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 21 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 22 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 23 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/oral-care-in-romania/report.