



# Personal Care Appliances in Romania

January 2024

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## Personal Care Appliances in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Personal care appliances see another year of positive growth, thanks to consumers' out-of-home lifestyles

Consumers seek versatile and multifunctional personal care appliances

Personal care appliances are easy to purchase online

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Electrical facial cleaners set for particularly robust growth

New product developments will be key for players to compete

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