

Mass Beauty and Personal Care in Romania

May 2024

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Mass Beauty and Personal Care in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium ingredients are increasingly included in mass products
Mass skin care and sun care demonstrate dynamism
Some downgrading seen in 2023, but less obvious in skin care and fragrances

PROSPECTS AND OPPORTUNITIES

Growth set to continue as consumers seek high quality mass products at reasonable prices
Transparency and certifications to reassure consumers of product safety
Premiumisation and new product launches will maintain rising value sales

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Beauty and Personal Care in Romania - Industry Overview

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DISCLAIMER

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