

Sun Care in Romania

May 2024

Table of Contents

Sun Care in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rebound from pandemic decline and changing consumer habits drive dynamic growth

Both premium and mass sun care perform well

Sun protection dominates, and drives growth in sun care

PROSPECTS AND OPPORTUNITIES

Continued growth as consumers are more aware of the dangers of sun exposure

Health and wellness trend likely to drive growth across adult and baby sun care

Premium sun care set to see stronger growth, but remain smaller than mass

CATEGORY DATA

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

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

Table 3 - NBO Company Shares of Sun Care: % Value 2019-2023

Table 4 - LBN Brand Shares of Sun Care: % Value 2020-2023

Table 5 - LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 6 - Forecast Sales of Sun Care by Category: Value 2023-2028

Table 7 - Forecast Sales of Sun Care 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 8 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 9 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 10 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 11 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 12 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 13 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 17 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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