Depilatories in Romania

Description: Despite the fact that depilatories has very low sales in Romania, current value growth for this product area was similar to that seen for overall beauty and personal care in 2015. Sales in this area are being constrained by a large share of Romanian women preferring to opt for professional hair removal services at salons. Continuous innovation in salon services and the possibility of permanent hair removal are hindering the development of depilatories.

The Depilatories in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, allowing you to identify the sectors driving growth. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: Hair Removers/Bleaches, Women's Pre-Shave, Women's Razors and Blades.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
- Get a detailed picture of the Depilatories market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

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DEPILATORIES IN ROMANIA

May 2016

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Stronger 2015 Growth Due To Rising Disposable Income Levels and Stronger Rural Sales

Dermocosmetics Enjoy Outstanding Growth

Direct Selling Consolidates Its Position in Beauty and Personal Care

Appealing Child-specific Designs Boost Baby and Child-specific Products

Steady Growth Expected Over Forecast Period

Key Trends and Developments

Internet Retailing Developing Much Faster Than Overall Beauty and Personal Care

Naturally-positioned and Organic Products Increasingly Sought by Consumers

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