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.

Contents: DEPILATORIES IN ROMANIA

May 2016

LIST OF CONTENTS AND TABLES

Headlines
Trends
Category Data
Table 1 Sales of Depilatories by Category: Value 2010-2015
Table 2 Sales of Depilatories by Category: % Value Growth 2010-2015
Table 3 Sales of Women's Razors and Blades by Type: % Value Breakdown 2011-2015
Table 4 NBO Company Shares of Depilatories: % Value 2011-2015
Table 5 LBN Brand Shares of Depilatories: % Value 2012-2015
Table 6 Forecast Sales of Depilatories by Category: Value 2015-2020
Table 7 Forecast Sales of Depilatories by Category: % Value Growth 2015-2020
Avon Cosmetics Romania SRL in Beauty and Personal Care (Romania)
Strategic Direction
Key Facts
Summary 1 Avon Cosmetics Romania SRL: Key Facts
Summary 2 Avon Cosmetics Romania SRL: Operational Indicators
Competitive Positioning
Summary 3 Avon Cosmetics Romania SRL: Competitive Position 2015
Farmec SA in Beauty and Personal Care (Romania)
Strategic Direction
Key Facts
Summary 4 Farmec SA: Key Facts
Summary 5 Farmec SA: Operational Indicators
Competitive Positioning
Summary 6 Farmec SA: Competitive Position 2015
Procter & Gamble Distribution SRL in Beauty and Personal Care (Romania)
Strategic Direction
Key Facts
Summary 7 Procter & Gamble Distribution SRL: Key Facts
Summary 8 Procter & Gamble Distribution Srl: Operational Indicators

Competitive Positioning

Summary 9 Procter & Gamble Distribution Srl: Competitive Position 2015

Executive Summary

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

Domestic Companies Becoming Leading Innovators in Mass Beauty and Personal Care

Market Data

Table 8 Sales of Beauty and Personal Care by Category: Value 2010-2015
Table 9 Sales of Beauty and Personal Care by Category: % Value Growth 2010-2015
Table 10 Sales of Premium Beauty and Personal Care by Category: Value 2010-2015
Table 11 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2010-2015
Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2011-2015
Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2011-2015
Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2012-2015
Table 15 Distribution of Beauty and Personal Care by Format: % Value 2010-2015
Table 16 Distribution of Beauty and Personal Care by Format and Category: % Value 2015
Table 17 Forecast Sales of Beauty and Personal Care by Category: Value 2015-2020
Table 18 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2015-2020
Table 19 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2015-2020
Table 20 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2015-2020

Definitions

Sources

Summary 10 Research Sources

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