



# Consumer Health in Romania

September 2023

Table of Contents

## Consumer Health in Romania

### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

### MARKET INDICATORS

Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 2 - Life Expectancy at Birth 2018-2023

### MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2018-2023

Table 4 - Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 6 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 7 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 8 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 9 - Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 10 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

### DISCLAIMER

### DEFINITIONS

### SOURCES

Summary 1 - Research Sources

## Analgesics in Romania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Further current value growth

Strong private label performance

International players increase leading shares

#### PROSPECTS AND OPPORTUNITIES

Natural and holistic trend may undermine demand for OTC solutions

Growing demand for topical analgesics

Parents concerned about negative impact of OTC analgesics

### CATEGORY DATA

Table 11 - Sales of Analgesics by Category: Value 2018-2023

Table 12 - Sales of Analgesics by Category: % Value Growth 2018-2023

Table 13 - NBO Company Shares of Analgesics: % Value 2019-2023

Table 14 - LBN Brand Shares of Analgesics: % Value 2020-2023

Table 15 - Forecast Sales of Analgesics by Category: Value 2023-2028

Table 16 - Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

## Sleep Aids in Romania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

High numbers of Romanians experiencing sleep problems

Growing awareness of importance of sleep

Heightened stress levels causing sleep problems

#### PROSPECTS AND OPPORTUNITIES

Increased marketing efforts

Rising awareness of importance of sleep and expansion of offer

Competition from other products

#### CATEGORY DATA

Table 17 - Sales of Sleep Aids: Value 2018-2023

Table 18 - Sales of Sleep Aids: % Value Growth 2018-2023

Table 19 - NBO Company Shares of Sleep Aids: % Value 2019-2023

Table 20 - LBN Brand Shares of Sleep Aids: % Value 2020-2023

Table 21 - Forecast Sales of Sleep Aids: Value 2023-2028

Table 22 - Forecast Sales of Sleep Aids: % Value Growth 2023-2028

## Cough, Cold and Allergy (Hay Fever) Remedies in Romania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Return to normality leads to surge in spread of viruses

GSK Consumer Healthcare retains lead

Combination products proving popular

#### PROSPECTS AND OPPORTUNITIES

Innovation expected

Potential shift in seasonality

Urban pollution likely to lead to increased demand

#### CATEGORY DATA

Table 23 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023

Table 24 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023

Table 25 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 26 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 27 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 28 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

## Dermatologicals in Romania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Bayer retains lead with Canesten and Bepanthen

Broad availability supports demand

Urban pollution and stressful lifestyles boost demand

## PROSPECTS AND OPPORTUNITIES

Rising demand for haemorrhoid treatments  
Further growth of e-commerce expected  
Manufacturers set to invest in consumer education

## CATEGORY DATA

Table 29 - Sales of Dermatologicals by Category: Value 2018-2023  
Table 30 - Sales of Dermatologicals by Category: % Value Growth 2018-2023  
Table 31 - NBO Company Shares of Dermatologicals: % Value 2019-2023  
Table 32 - LBN Brand Shares of Dermatologicals: % Value 2020-2023  
Table 33 - LBN Brand Shares of Hair Loss Treatments: % Value 2020-2023  
Table 34 - Forecast Sales of Dermatologicals by Category: Value 2023-2028  
Table 35 - Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

## Digestive Remedies in Romania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rise in incidence of digestive problems  
No-spa benefits from high level of brand recognition  
Festive occasions lead to rise in demand

## PROSPECTS AND OPPORTUNITIES

Shift to healthier diets and lifestyles could weaken demand  
Price rises could be an issue for consumers  
Potential for expansion in hypermarkets

## CATEGORY DATA

Table 36 - Sales of Digestive Remedies by Category: Value 2018-2023  
Table 37 - Sales of Digestive Remedies by Category: % Value Growth 2018-2023  
Table 38 - NBO Company Shares of Digestive Remedies: % Value 2019-2023  
Table 39 - LBN Brand Shares of Digestive Remedies: % Value 2020-2023  
Table 40 - Forecast Sales of Digestive Remedies by Category: Value 2023-2028  
Table 41 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

## Eye Care in Romania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Large companies control category  
Digital lifestyles driving up demand  
Leading brand to see further share growth

## PROSPECTS AND OPPORTUNITIES

Further growth anticipated  
Parents set to pay more attention to eye health  
Expanded distribution expected

## CATEGORY DATA

Table 42 - Sales of Eye Care by Category: Value 2018-2023  
Table 43 - Sales of Eye Care by Category: % Value Growth 2018-2023  
Table 44 - NBO Company Shares of Eye Care: % Value 2019-2023

Table 45 - LBN Brand Shares of Eye Care: % Value 2020-2023

Table 46 - Forecast Sales of Eye Care by Category: Value 2023-2028

Table 47 - Forecast Sales of Eye Care by Category: % Value Growth 2023-2028

## NRT Smoking Cessation Aids in Romania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

High number of smokers provides large potential consumer base

A consolidated category

Limited range of distribution

#### PROSPECTS AND OPPORTUNITIES

International players expected to recognise market potential

Greater commitment to advertising

Threat from e-vapour products

#### CATEGORY INDICATORS

Table 48 - Number of Smokers by Gender 2018-2023

#### CATEGORY DATA

Table 49 - Sales of NRT Smoking Cessation Aids by Category: Value 2018-2023

Table 50 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2018-2023

Table 51 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2019-2023

Table 52 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2020-2023

Table 53 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2023-2028

Table 54 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2023-2028

## Wound Care in Romania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

More active lifestyles spur demand

Perceived value for money supports strength of international brands

Private label becoming popular

#### PROSPECTS AND OPPORTUNITIES

A mature category in need of innovation

International brands to remain strong, with category benefiting from broad distribution

Children to remain key

#### CATEGORY DATA

Table 55 - Sales of Wound Care by Category: Value 2018-2023

Table 56 - Sales of Wound Care by Category: % Value Growth 2018-2023

Table 57 - NBO Company Shares of Wound Care: % Value 2019-2023

Table 58 - LBN Brand Shares of Wound Care: % Value 2020-2023

Table 59 - Forecast Sales of Wound Care by Category: Value 2023-2028

Table 60 - Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

## Sports Nutrition in Romania

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Fitness trend reinforces demand  
High level of online sales  
Hit by inflation

## PROSPECTS AND OPPORTUNITIES

Ongoing fitness trend creating opportunities  
Diversification of consumer base – but continued reliance on male consumers  
Continued expansion for e-commerce

## CATEGORY DATA

Table 61 - Sales of Sports Nutrition by Category: Value 2018-2023  
Table 62 - Sales of Sports Nutrition by Category: % Value Growth 2018-2023  
Table 63 - NBO Company Shares of Sports Nutrition: % Value 2019-2023  
Table 64 - LBN Brand Shares of Sports Nutrition: % Value 2020-2023  
Table 65 - Forecast Sales of Sports Nutrition by Category: Value 2023-2028  
Table 66 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

## Dietary Supplements in Romania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

COVID-19 crisis has lasting impact  
Expanding availability  
Local players lead

#### PROSPECTS AND OPPORTUNITIES

Combination of health awareness and stressful lifestyles to boost demand  
Price rises could affect demand  
More manufacturer activity and further e-commerce growth

#### CATEGORY DATA

Table 67 - Sales of Dietary Supplements by Category: Value 2018-2023  
Table 68 - Sales of Dietary Supplements by Category: % Value Growth 2018-2023  
Table 69 - Sales of Dietary Supplements by Positioning: % Value 2018-2023  
Table 70 - NBO Company Shares of Dietary Supplements: % Value 2019-2023  
Table 71 - LBN Brand Shares of Dietary Supplements: % Value 2020-2023  
Table 72 - Forecast Sales of Dietary Supplements by Category: Value 2023-2028  
Table 73 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

## Vitamins in Romania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growing awareness of role of nutrition in health and wellbeing  
Private label emerging in a fragmented market  
Doctors recommend vitamins for particular groups

#### PROSPECTS AND OPPORTUNITIES

Multivitamins offers potential despite maturity  
Competition to fuel more intense manufacturer activity  
Prices may influence demand, but not block it

## CATEGORY DATA

Table 74 - Sales of Vitamins by Category: Value 2018-2023

Table 75 - Sales of Vitamins by Category: % Value Growth 2018-2023

Table 76 - Sales of Multivitamins by Positioning: % Value 2018-2023

Table 77 - NBO Company Shares of Vitamins: % Value 2019-2023

Table 78 - LBN Brand Shares of Vitamins: % Value 2020-2023

Table 79 - Forecast Sales of Vitamins by Category: Value 2023-2028

Table 80 - Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

## Weight Management and Wellbeing in Romania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Health awareness supporting consumer interest and shaping demand

Shift in beauty standards boosting demand

Herbalife retains lead

### PROSPECTS AND OPPORTUNITIES

Expanding consumer base provides opportunities, though prices may be an impediment to growth

New product developments and social media to boost demand

New entrants expected

## CATEGORY DATA

Table 81 - Sales of Weight Management and Wellbeing by Category: Value 2018-2023

Table 82 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023

Table 83 - NBO Company Shares of Weight Management and Wellbeing: % Value 2019-2023

Table 84 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023

Table 85 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028

Table 86 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

## Herbal/Traditional Products in Romania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Natural trend drives up demand and boosts online availability

Growing demand for herbal/traditional analgesics and digestive remedies

Limited innovation and private label involvement

### PROSPECTS AND OPPORTUNITIES

Further growth expected

Opportunities for local players

Continued expansion of e-commerce may threaten manufacturer margins

## CATEGORY DATA

Table 87 - Sales of Herbal/Traditional Products by Category: Value 2018-2023

Table 88 - Sales of Herbal/Traditional Products by Category: % Value Growth 2018-2023

Table 89 - NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023

Table 90 - LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023

Table 91 - Forecast Sales of Herbal/Traditional Products by Category: Value 2023-2028

Table 92 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2023-2028

## Paediatric Consumer Health in Romania

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Growing awareness of children's nutritional requirements  
Return to familiar children's lifestyles boosts circulation of viruses  
E-commerce continues to gain share

### PROSPECTS AND OPPORTUNITIES

Relatively consolidated category, as parents trust established brands  
Birth rate expected to see upturn  
Ongoing interest in vitamin D

### CATEGORY DATA

Table 93 - Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 94 - Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 95 - NBO Company Shares of Paediatric Consumer Health: % Value 2019-2023

Table 96 - LBN Brand Shares of Paediatric Consumer Health: % Value 2020-2023

Table 97 - Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 98 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/consumer-health-in-romania/report](http://www.euromonitor.com/consumer-health-in-romania/report).