

# Men's Grooming in Romania

May 2025

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# Men's Grooming in Romania - Category analysis

# **KEY DATA FINDINGS**

# 2024 DEVELOPMENTS

Mixed performance in men's grooming reveals opportunities and some challenges Procter & Gamble Distribution SRL consolidates its leading position Hypermarkets are popular choice for men's grooming

# PROSPECTS AND OPPORTUNITIES

Men's grooming to benefit from stronger emphasis on personal care Product developments to expand in the premium segment Price sensitivity will drive demand for larger volume packs

#### CATEGORY DATA

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# SOURCES

Summary 1 - Research Sources

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