



# Premium Beauty and Personal Care in Romania

May 2024

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## Premium Beauty and Personal Care in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Dynamic value growth is maintained due to customer loyalty  
Accessibly priced premium products, including dermocosmetics, increasingly favoured  
Ingredients becoming more important than claims in premium products

#### PROSPECTS AND OPPORTUNITIES

Continued dynamism, with premium fragrances and skin care remaining dominant  
Some upgrading from mass beauty and personal care expected  
Efficacy will be critical in consumer choice

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