



# Health and Beauty Specialists in Romania

March 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Chemists/pharmacies dominate sales by offering necessities to consumers  
Health and personal care stores focus on ongoing expansion plans to drive growth  
Growth for optical goods stores as the demand for eye care increases

### PROSPECTS AND OPPORTUNITIES

Retailers increasingly invest in omnichannel approaches across the forecast period  
Pharmacy chains continue to expand across the nation while investing in advertising  
Growth for health and beauty specialists linked to the rising wellbeing trend

### CHANNEL DATA

Table 1 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2018-2023  
Table 2 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 3 - Sales in Health and Beauty Specialists by Channel: Value 2018-2023  
Table 4 - Sales in Health and Beauty Specialists by Channel: % Value Growth 2018-2023  
Table 5 - Health and Beauty Specialists GBO Company Shares: % Value 2019-2023  
Table 6 - Health and Beauty Specialists GBN Brand Shares: % Value 2020-2023  
Table 7 - Health and Beauty Specialists LBN Brand Shares: Outlets 2020-2023  
Table 8 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 9 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 10 - Forecast Sales in Health and Beauty Specialists by Channel: Value 2023-2028  
Table 11 - Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2023-2028

## Retail in Romania - Industry Overview

### EXECUTIVE SUMMARY

Grocery retailers dominate sales in 2023  
Omni-channel contributes to the retail dynamics  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
Summary 1 - Standard Opening Hours by Channel Type 2023  
Seasonality  
Valentine's Day  
Mother's Day  
Easter  
Summer sales  
Back to School  
Black Friday  
Winter sales  
Christmas

### MARKET DATA

Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023  
Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023  
Table 14 - Sales in Retail Offline by Channel: Value 2018-2023  
Table 15 - Sales in Retail Offline by Channel: % Value Growth 2018-2023  
Table 16 - Retail Offline Outlets by Channel: Units 2018-2023

Table 17 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 18 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 19 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 21 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 22 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 23 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 24 - Grocery Retailers Outlets by Channel: Units 2018-2023

Table 25 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 27 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 28 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 29 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 30 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 31 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 32 - Retail GBO Company Shares: % Value 2019-2023

Table 33 - Retail GBN Brand Shares: % Value 2020-2023

Table 34 - Retail Offline GBO Company Shares: % Value 2019-2023

Table 35 - Retail Offline GBN Brand Shares: % Value 2020-2023

Table 36 - Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 37 - Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 38 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 39 - Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 40 - Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 41 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 42 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 43 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 44 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 46 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 47 - Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 48 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 49 - Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 50 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 51 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 52 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 54 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 55 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 56 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 57 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 58 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 60 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 62 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 64 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 2 - Research Sources

## 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/health-and-beauty-specialists-in-romania/report](http://www.euromonitor.com/health-and-beauty-specialists-in-romania/report).