

# Cosmetics retail market in Romania 2017

Market analysis and development forecasts for 2017-2022



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## What is the content of the report?

- **Market value is presented with a unique five-year forecast** prepared by PMR's Econometric Team based on advanced econometric models
- **Value of retail sales of cosmetics** in different distribution channels in 2013-2022
- **Description of key product segments**
- **Expert commentary** to explain all the presented data
- **Influence of implemented and planned legislative changes** on the retail cosmetics market in Romania
- **Description of consolidation processes on the Romanian cosmetics market**, including market entries, exits, mergers and acquisitions
- **Ranking of the largest retailers on the Romanian cosmetics market**, based on their revenues, number of stores (historic, current and planned), product mix changes, private-label development, online sales development
- **Analysis of cosmetics sales** in large grocery stores, including this channel's sales value and dynamics



## Who benefits from the analysis?

- Health and beauty products manufacturers
- Private-label cosmetics producers
- Retail cosmetics chains and distributors operating in or planning to enter the Romanian market
- Pharmacy chains
- E-commerce platforms and direct sales companies
- Packaging and design solution providers
- In-store and merchandising solution providers
- Trade and industry organizations
- Large grocery chains
- FMCG wholesalers, banks and investment funds



## Why to buy the report?

The complete analysis of the Romanian cosmetics retail market, as well as all its channels, enables to evaluate the market and its growth perspectives

Unique forecasts for the market and its channels' values to 2022, based on advanced econometric models, will provide support in preparing strategies

Possibility to analyse historic data and trends they show

Report includes thorough market trends analysis

Information on the largest retailers on the market: value of cosmetics sales, number of stores, market shares – the report shows the entire competitive environment