



Men's Grooming in Romania

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Romanian Male Consumers Drive Dynamic Growth in Men's Grooming

Men'S Fragrances Lead Sales Supported by Multi-Benefit Innovations

Farmec Capitalises on Men'S Grooming Trends with Gerovital Men Launch

Chart 1 - Farmec Expands Gerovital Men Range

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Romanians to Embrace Advanced Grooming with Evolving Preferences

Men'S Fragrances Set to Lead Value Growth through Premiumisation

Sustainability and Regulatory Changes Expected to Redefine Product Development

Technology and Digitisation Set to Drive Competitive Differentiation

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Navigate a Fragmented Market with Shifting Shares

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Dominance in Distributing Men'S Grooming Products

Emag.Ro and Omnichannel Players Drive Online Sales Growth with Convenience

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Men's Grooming

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Men's Grooming

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Romania - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Price Sensitivity Shapes Consumer Spending Amid Economic Pressure

Skin Care Leads Value Sales with Multi-Benefits

Chart 18 - Careless Beauty Launches Product with Natural Ingredients

Kaufland'S Recycling Campaign Boosts Sustainability

Chart 19 - Kaufland Encourages Recycling

Consumers and Brands Embrace Multifunctional Innovation

Chart 20 - Gerovital Caters to Thin, Weak Hair

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Companies to Leverage Promotions and Marketing Amid Evolving Consumer Demands

Premium and Skin Care Dominate Value Growth as Consumers Seek Efficacy and Wellness

Regulations Set to Drive Mandatory Sustainable Changes in Romania

Chart 24 - Analyst Insight for Beauty and Personal Care

Digital Innovation to Reshape Product Development and Retail Dynamics

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Maintain Positions in Beauty and Personal Care

Other Players Heighten Competition with Innovation

Digital Engagement Drives Growth Opportunities for Brands

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Kaufland and Auchan Lead Offline Sales with Easy Access

Retail E-Commerce Growth Accelerates as Emag.Ro and Omnichannel Players Expand Presence

Dm and Bipa'S Private Label Strategies Reshape Health and Beauty Retail Competition

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Beauty and Personal Care

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Beauty and Personal Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/mens-grooming-in-romania/report.