



**Euromonitor
International**

Personal Care Appliances in Romania

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Premiumisation and innovation support continued growth

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Premium brands drive growth with innovative features

Convenience and customisation fuel sales

Segmented consumer focus and multi-functionality boost sales

WHAT'S NEXT?

Consumers drive premiumisation and grooming trends

Innovation and convenience shape future sales

Omnichannel retailing and sustainability gain traction

COMPETITIVE LANDSCAPE

The market is moderately concentrated with Procter & Gamble leading

No significant changes or new entrants expected

CHANNELS

Hypermarkets lead distribution with strong oral care sales

Retail e-commerce grows with improved operations and offers

Omnichannel retailing and sustainability to shape future sales

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Segmented consumer focus drives innovation with tailored products

Multi-functionality and compact design boost sales

Convenience and customisation drive premiumisation

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Appliances and electronics specialists lead offline sales

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