

# THE ROMANIAN SOAP MARKET SURVEY



## General considerations

The Romanian market of derma- cosmetics is estimated at 30 million EUR.

The soap market in Romania is dominated by the big multinationals, such as L'Oreal, Beiersdorf or Procter&Gamble. The multinational companies hold 85% of the market, in terms of volume, while the Romanian producers (such as Farmec, Elmiplant) have a share of 15%.

The last years has favoured the local producers that offer cheaper products and characterised by a good quality - price relation.

# The sales of cosmetics and personal care products (in thousand EUR) in Romania in 2016

Product	2016
Soap	289
Bath products	52.9
Shampoo	98
Conditioner	8.7
Deodorants	52.9
Fragrances	215
Hair dye	47.1
Makeup	29.5
Nail lacquer	13.7
Shaving preparations	6.7

# Brands

The 3 main brands on the Romanian market:

Brand	Company
Dove	Unilever South Central Europe
Fa	Henkel Romania
Nivea Bath Care	Beiersdorf Romania

## Prices:

1.5 RON- 15 RON

Dove Beauty Cream Bar Soap, 100 g: 4.18 RON

# Retail:

## Retail of soap in Romania in 2016

