



Deodorants in Romania

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Deodorants

INDUSTRY PERFORMANCE

Promotions and Large Formats Drive Growth Amid Economic Uncertainty

Deodorant Sprays Lead Volume and Value Sales

Consumers Prioritise Gentle and Natural Formulas

Chart 2 - Borotalco Launches Plant-Based Deodorant

Sustainability and Ethical Sourcing Become Major Concerns

Chart 3 - Nala Introduces Sustainable Product

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Romanians to Increase Deodorant Consumption Driven by Hygiene and Image

Deodorant Sprays to Continue Leading While Sticks and Roll-Ons Gain Momentum

Portfolio Innovation and Sustainability to Reshape Brand Strategies and Growth

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Adapt to Price Pressures While Private Label Gains Traction

Product Innovation and Digital Marketing Fuel Growth Amid Inflation

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Hypermarkets Lead Sales While Convenience Stores Grow

Retail E-Commerce Grows Steadily Driven by Wide Product Range and Delivery Efficiency

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Deodorants

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Deodorants

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Romania - Industry Overview

EXECUTIVE SUMMARY

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - 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 20 - Careless Beauty Launches Product with Natural Ingredients

Kaufland'S Recycling Campaign Boosts Sustainability

Chart 21 - Kaufland Encourages Recycling

Consumers and Brands Embrace Multifunctional Innovation

Chart 22 - Gerovital Caters to Thin, Weak Hair

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - 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 26 - Analyst Insight for Beauty and Personal Care

Digital Innovation to Reshape Product Development and Retail Dynamics

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - 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 29 - Company Shares 2025

Chart 30 - 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 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Beauty and Personal Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Beauty and Personal Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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/deodorants-in-romania/report.