



**Euromonitor  
International**

# Personal Care Appliances in Romania

February 2026

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## Personal Care Appliances in Romania - Category analysis

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Premiumisation and innovation support continued growth

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#### INDUSTRY PERFORMANCE

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

#### PRODUCTS

Segmented consumer focus drives innovation with tailored products

Multi-functionality and compact design boost sales

Convenience and customisation drive premiumisation

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Smart and AI-powered appliances lead innovation

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Air conditioners and smart appliances lead growth with innovative features

E-commerce and premiumisation to shape business strategies

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## COMPETITIVE LANDSCAPE

Beko Corp maintains its position amongst leading companies with strong brand portfolio

Opportunities emerge from technological advancements and consumer trends

## CHANNELS

Appliances and electronics specialists lead offline sales

Retail e-commerce gains traction with omnichannel retailers

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Smart and AI-powered features drive innovation

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