CSS is a language used in web development to style web pages. Units of measurement in CSS are important for determining the specific size, spacing, and position of elements on a webpage.

The two types of units in CSS are: Absolute and Relative.

Absolute units are fixed measurements that don't change regardless of the device or screen resolution. They offer control over visual elements, but don’t adapt well to different screen sizes. The most common absolute unit is the pixel (px), which is a single point on a display.

Relative units, on the other hand, adapt to the size of the viewport or parent container. They make for a more responsive web design, and help provide a consistent experience across devices. The most widely used relative unit is the percentage (%), which scales elements based on the size of their container.

There are other relative units as well. Viewport units (vw and vh) are relative to the size of the browser window and are useful for creating designs that adjust to different screen sizes. The em unit is relative to the font size of the parent element and helps maintain consistent proportions. The rem unit is similar to em but is relative to the root element's font size, making it handy for maintaining consistent proportions throughout the webpage.

By understanding these units, web developers can create an appealing and responsive webpage that also adapts well to different devices and screen sizes. Absolute units provide fixed control, while relative units offer flexibility.