

Personal Care Appliances in Poland

Market Direction | 2022-12-05 | 36 pages | Euromonitor

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Report description:

Personal care appliances continued to register moderate positive volume growth during 2022 as consumers continued to demand appliances that can help them to maintain a professional, attractive and well-groomed appearance without the need to splash out on the professional services that are available in hairdressing and beauty salons. The widespread desire to take care of one's own appearance first emerged among the Polish population during the early stages of the COVID-19 pandemic, when hairdress...

Euromonitor International's Personal Care Appliances in Poland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Body Shavers, Electric Facial Cleansers, Hair Care Appliances, Oral Care Appliances, Other Personal Care Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Personal Care Appliances market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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High inflation and rising prices put some pressure on demand

Electric facial cleaners registers strong growth due to spreading consumer awareness

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Importance of e-commerce set to increase as consumers value convenience

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