

Beauty and Personal Care Packaging in Poland

Market Direction | 2022-08-04 | 9 pages | Euromonitor

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Report description:

Packaging volumes of blister and strip packs, folding cartons, glass bottles, HDPE bottles, PET bottles and squeezable plastic tubes used for skin care products increased over 2020-2021. With the reopening of offices, schools and other public places consumers were more concerned about their skin health. As pre-pandemic lifestyles resumed, the need for moisturising and cleaning the skin to combat pollution and dirt grew, thereby increasing the demand for skin care products and the packaging volum...

Euromonitor International's Beauty and Personal Care Packaging in Poland report offers insight into key trends and developments driving packaging across the category.

Product coverage: Baby and Child-specific Products Packaging, Bath and Shower Packaging, Colour Cosmetics Packaging, Deodorants Packaging, Depilatories Packaging, Fragrances Packaging, Hair Care Packaging, Men's Grooming Packaging, Oral Care Packaging, Skin Care Packaging, Sun Care Packaging.

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

Why buy this report?

- * Get a detailed picture of the Beauty and Personal Care Packaging 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

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BEAUTY AND PERSONAL CARE PACKAGING IN POLAND

KEY DATA FINDINGS

2021 DEVELOPMENTS

The importance of skin health drives packaging volumes in skin care

Resumption of mobility drives growth in colour cosmetics and deodorants

After larger pack sizes perform well early in the pandemic, rebound seen for smaller sizes

PROSPECTS AND OPPORTUNITIES

Packaging demand set to grow in nearly all beauty and personal care categories

Move towards sustainable pack types due to consumer demand and government action

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