

Colour Cosmetics in Poland

Market Direction | 2023-05-09 | 31 pages | Euromonitor

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Report description:

In 2022, there was a rebound in sales of colour cosmetics, which was facilitated by the lifting of COVID-19 restrictions. Polish women returned to wearing make-up due to their return to their places of work with most people once again frequenting retail and consumer foodservice outlets. Women are not prone to buying impulse purchases when it comes to colour cosmetics. Instead, there was a notable trend towards purchases of good quality cosmetics adapted to a particular skin type, which enable wo...

Euromonitor International's Colour Cosmetics 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Colour Cosmetics Sets/Kits, Eye Make-Up, Facial Make-Up, Lip Products, Nail Products.

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

Why buy this report?

- * Get a detailed picture of the Colour Cosmetics 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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COLOUR COSMETICS IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales of colour cosmetics rebound in 2022 thanks to the lifting of COVID-19 restrictions

Foundation/concealer benefits from natural make-up trend, while nail products boosted by hybrid nail polish and lip products from the lifting of mask-wearing restrictions

Health and personal care stores remains the leading distribution channel while leading direct sellers increasingly offer online sales

PROSPECTS AND OPPORTUNITIES

Ongoing development of the "no make-up" trend maintains the popularity of foundation/concealer and BB/CC cream

Generation Z stimulates sales of colour cosmetics as the industry caters to their preferences and demands

Colour cosmetics sets/kits remains unpopular as women prefer to buy colour cosmetics on a product-by-product basis to suit their individual preferences

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