

Depilatories in Poland

Market Direction | 2023-05-09 | 21 pages | Euromonitor

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Report description:

Depilatories is among the categories of beauty and personal care that has enjoyed increasing popularity and sales growth in recent years in Poland, driven by the growing affluence of society. Above all, the growing popularity of depilatory products has been driven by increasing public awareness of personal care and enhancing aesthetic appeal, mainly among women.

Euromonitor International's Depilatories 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: Hair Removers/Bleaches, Women's Pre-Shave, Women's Razors and Blades.

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

Why buy this report?

- * Get a detailed picture of the Depilatories 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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DEPILATORIES IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Women's razors and blades remains the most popular products in this small but increasingly popular depilatories category
Procter & Gamble maintains its outright lead thanks to the popularity of its Gillette brand and its presence in women's razors and blades

Health and personal care stores and discounters remain popular channels for depilatories

PROSPECTS AND OPPORTUNITIES

Slow forecast period growth due to category maturity

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