

Fragrances in Poland

Market Direction | 2023-05-09 | 24 pages | Euromonitor

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Report description:

The premiumisation trend was strongly visible in fragrances in 2022. Both, men's and women's variants of premium fragrances grew faster than their mass equivalents. Polish consumers choose expressive fragrances that emphasise their personalities. The resumption in society and return to more frequent face-to-face social encounters, both friendship-based and in business, stimulated demand as people sought to treat themselves after two years of isolation. There is also a growing group of affluent P...

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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FRAGRANCES IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong premiumisation trend in 2022 as both men's and women's premium fragrances experience stronger growth than their mass counterparts

L'Oreal Polska retains the lead thanks to its renowned brands

Mass fragrances employs a number of strategies to compete with the premiumisation trend

PROSPECTS AND OPPORTUNITIES

Unisex fragrances becomes an increasingly attractive option, while sets/kits remains a seasonal product

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