

Hair Care in Poland

Market Direction | 2023-05-09 | 27 pages | Euromonitor

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Report description:

All categories of hair care saw marked increases in 2022 with consumers liberated from COVID-19 restrictions sparking an interest in improving their appearance and taking care of their scalp and hair condition. With salons allowed to operate again, there was growth in the hair care segment that had previously suffered the most, salon professional hair care. An additional boost was also provided by a warm and sunny summer, encouraging socialising.

Euromonitor International's Hair Care 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: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- * Get a detailed picture of the Hair Care 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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Table of Contents:

Hair Care in Poland
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List Of Contents And Tables

HAIR CARE IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong growth for hair care as the category rebounds after the pandemic with consumers eager to buy specific products to suit their hair type

Salon professional hair care and standard shampoos benefit from strong growth thanks to the lifting of COVID-19 restrictions

Discounters and health and personal care stores remain popular for hair care though retail e-commerce becomes a growing threat

PROSPECTS AND OPPORTUNITIES

Positive forecast period growth for hair care thanks to eco-friendly, natural and vegan trends

Women return to the salons in a bid to achieve professional results while the more natural trend and celebration of grey hair counters this trend

L'Oreal retains the lead in hair care thanks to the popularity of its brands across multiple categories

CATEGORY DATA

Table 1 Sales of Hair Care by Category: Value 2017-2022

Table 2 Sales of Hair Care by Category: % Value Growth 2017-2022

Table 3 Sales of Hair Care by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Hair Care: % Value 2018-2022

Table 5 NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022

Table 6 LBN Brand Shares of Hair Care: % Value 2019-2022

Table 7 LBN Brand Shares of Colourants: % Value 2019-2022

Table 8 LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022

Table 9 LBN Brand Shares of Styling Agents: % Value 2019-2022

Table 10 LBN Brand Shares of Premium Hair Care: % Value 2019-2022

Table 11 Forecast Sales of Hair Care by Category: Value 2022-2027

Table 12 Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

Table 13 Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

BEAUTY AND PERSONAL CARE IN POLAND

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 14 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

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Table 19 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 20 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 21 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 22 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 23 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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