

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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Euromonitor International
May 2023

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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

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