

Mass Beauty and Personal Care in Poland

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

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Report description:

Mass beauty and personal care is particularly strong in skin care thanks to the highly developed category of mass facial care. Interest in products containing natural ingredients was noticeable with producers eager to emphasise the high natural content or veganism in their products. There was also a trend towards multifunctional products in facial care with high demand for products that simultaneously meet several needs, such as moisturising and sun protection. The mass segment is strong in faci...

Euromonitor International's Mass Beauty and Personal 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: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin Care.

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

Why buy this report?

- * Get a detailed picture of the Mass Beauty and Personal 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Mass Beauty and Personal Care in Poland

Euromonitor International

May 2023

List Of Contents And Tables

MASS BEAUTY AND PERSONAL CARE IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Mass beauty and personal care products retains outright lead over premium, especially in skin care

Growing popularity of mass fragrances thanks to their widespread availability, accessible prices and regular daily usage

Mass beauty and personal care is led by multinationals, although the category remains fragmented

PROSPECTS AND OPPORTUNITIES

Mass skin care remains the largest category in mass beauty and personal care products over the forecast period

Mass hair care remains an important category in mass beauty and personal care though consumers increasingly opt for premium products

Mass sun care continues to dominate, with high quality private label gaining ground

CATEGORY DATA

Table 1 Sales of Mass Beauty and Personal Care by Category: Value 2017-2022

Table 2 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Mass Beauty and Personal Care: % Value 2018-2022

Table 4 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2019-2022

Table 5 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2022-2027

Table 6 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 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 7 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 12 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 13 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 14 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 16 □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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