

## **Skin Care in Poland**

Market Direction | 2023-05-09 | 30 pages | Euromonitor

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### **Report description:**

Despite being the largest category in skin care, facial care has plenty scope for the introduction of more novelties. The skin care category was driven primarily by novelties and products containing hyaluronic acid and collagen. In skin care, basic moisturisers in the format of boosters, ie products that increase the effectiveness of cosmetics, are gaining popularity. Boosters solve targeted skin problems. They are combined with serum and allow consumers to personalise the care even more to the...

Euromonitor International's Skin 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

Why buy this report?

- \* Get a detailed picture of the Skin 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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SKIN CARE IN POLAND

KEY DATA FINDINGS

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Despite its large size, facial care has scope for further innovation

Body care experiences strong growth as consumers appreciate the moisturising properties of these products

Direct selling develops since the pandemic to combine sales via consulting and consumer contact via social media

PROSPECTS AND OPPORTUNITIES

Facial care remains a key driver of skin care with considerable scope for further development

Skin care resistant to inflationary price rises over the forecast period, especially in dermocosmetics

Minimalism trend in packaging prevails in skin care, while dermocosmetics opts for medicinal-looking packaging

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## SOURCES

### Summary 1 Research Sources

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