

Beauty and Personal Care in Poland

Market Direction | 2023-05-09 | 139 pages | Euromonitor

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Report description:

Beauty and personal care in Poland was heavily impacted by Russian aggression on Ukraine mainly by stopping exports to Russia and Belarus. The outbreak of war also had a negative impact on production costs. Some of the raw materials and packaging imported from Ukraine had to be replaced with more expensive semifinished products from other sources. Domestic producers were also challenged by significant increases in electricity and gas costs. Russia's aggression against Ukraine forced producers to...

Euromonitor International's 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: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun 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 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.

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reliable information resources to help drive informed strategic planning.

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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

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Multinationals characterise the category with L'Oreal maintaining its outright lead

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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them in public spaces

Strong popularity seen for body wash/shower gel while intimate hygiene benefits from a wide range of product formats

Highly fragmented category led by PZ Cussons and other multinationals

PROSPECTS AND OPPORTUNITIES

Steady performance for bath and shower thanks to its cleaning and caring properties while demand also grows for natural and simpler product formulas

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Health and personal care stores remains the leading distribution channel while leading direct sellers increasingly offer online sales

PROSPECTS AND OPPORTUNITIES

Ongoing development of the "no make-up" trend maintains the popularity of foundation/concealer and BB/CC cream

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Deodorant sprays suffers from maturity and for being less environmentally friendly as well as a focus on fragrance rather than sweat protection

Unilever retains the lead though it loses share to "others" and the development of deodorants with natural ingredients

Discounters remains the leading channel and benefits from its development of private label

PROSPECTS AND OPPORTUNITIES

Positive growth for deodorants as consumers resume pre-pandemic habits and industry players develop natural and cruelty-free products

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Health and personal care stores and discounters remain popular channels for depilatories

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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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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

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Procter & Gamble retains the lead while health and personal care stores are popular in the distribution of men's shaving

PROSPECTS AND OPPORTUNITIES

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Growing natural trend also present in oral care as exemplified by toothpaste with probiotics

Colgate-Palmolive sustains the lead in oral care thanks to the popularity of its Colgate and Elmex brands in toothpaste

PROSPECTS AND OPPORTUNITIES

Growth in more advanced products as consumers increasingly incorporate mouthwashes/dental rinses and dental floss into their oral care routines

The fairly saturated category of toothpaste benefits from consumer demand for more premium products

Oral care with only natural ingredients gather momentum and appeal to health-conscious consumers while environmentally-friendly product packaging is in vogue

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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

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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
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L'Oreal Polska Sp zoo and Beiersdorf AG retain the lead with their well-known and widely available brands
Health and personal care stores proves popular for sun care while retail e-commerce continues to gather momentum, even in the wake of the pandemic

PROSPECTS AND OPPORTUNITIES

Sun care on a growth trend thanks to the increasing importance of skin care over the forecast period, though consumers opt for products with chemical rather than natural formulas for reasons of efficacy
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