

Men's Grooming in Poland

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

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Report description:

Despite strong masculinity stereotypes among the male population in the country, there is a clear trend towards higher acceptance of men's grooming routines. This has helped to develop men's grooming, which achieved double-digit value growth in 2022, although part of the growth originated from rising prices. Moreover, some men continue to keep their daily care routine to a minimum. Men also tend to opt for all-in-one products, which means satisfying as many needs as possible by using one product...

Euromonitor International's Men's Grooming 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: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

- * Get a detailed picture of the Men's Grooming 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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MEN'S GROOMING IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Despite growing acceptance of men's grooming some men continue to use these products to a minimum while others prefer multiple-use products

Trend towards naturalness and avoidance of chemicals also seen in men's grooming with growth of premium products outpacing that of their mass alternatives

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

PROSPECTS AND OPPORTUNITIES

Despite the ongoing trend towards minimalism, men gradually introduce more products into their personal care regimes, such as products for sensitive skin while retail e-commerce becomes increasingly important

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