

## **Personal Luxury in Poland**

Market Direction | 2023-10-09 | 26 pages | Euromonitor

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### **Report description:**

Personal luxury retail value sales increased by 18% in 2023 to amount to PLN6.6 billion, supporting growth recorded by leading brand providers, such as L'Oreal Polska Sp zoo, Kering SA and Chanel SA. Sales fell by 19% in 2020 due to the pandemic, but are now showing recovery, despite higher than normal inflation. Moreover, sales in 2023 were boosted by affluent Ukrainian refugees and the return of international tourists with luxury consumers attracted to investment in luxury goods, such as de...

Euromonitor International's Personal Luxury in Poland report offers a comprehensive guide to the size and shape of the Personal Luxury market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Personal Luxury retailing along with the development of consumers' shopping patterns. Forecasts to 2027 illustrate how the market is set to change

Product coverage: Designer Apparel and Footwear (Ready-to-Wear), Luxury Eyewear, Luxury Jewellery, Luxury Leather Goods, Luxury Timepieces, Luxury Wearables Electronics, Luxury Writing Instruments and Stationery, Super Premium Beauty and Personal 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 Personal Luxury 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  
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Personal luxury sees an increase in current retail value sales in 2023 thanks to Ukrainian refugees and the return of international tourists

Designer apparel and footwear (ready-to-wear) dominated by designer apparel (ready-to-wear)

Luxury eyewear enjoys increase in value sales

Retail value sales of luxury jewellery increase in 2023

Rise in value sales of luxury leather goods in 2023

Luxury wearables electronics sees value sales increase in 2023 thanks to increased focus on health and wellness, although the category remains small

Luxury timepieces enjoys value sales increase thanks to declining interest in traditional timepieces

Value sales of writing instruments and stationery on the increase in 2023

Value sales of super premium beauty and personal care rise as lifestyles return to normal in the wake of the pandemic

L'Oreal Polska Sp zoo holds the overall lead in personal luxury in 2022

#### **PROSPECTS AND OPPORTUNITIES**

Value sales of personal luxury in 2023 constant terms increase over the forecast period

Designer apparel and footwear (ready-to-wear) remains the largest category in value terms in 2028 with super premium beauty and personal care the largest in volume terms

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