

## **Beauty and Personal Care in Poland**

Market Direction | 2024-05-06 | 136 pages | Euromonitor

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### **Report description:**

After rapidly changing circumstances in recent years, beauty and personal care in Poland experienced a certain level of stabilisation in 2023, with slow retail volume growth and dynamic current value growth. A major challenge for players was to operate in conditions of high market volatility, with unstable prices and availability of raw materials and components, increasing production costs, increases in the minimum wage and inflation, and at the same time, increasing consumer demands combined wi...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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