

## **Colour Cosmetics in Poland**

Market Direction | 2024-05-06 | 30 pages | Euromonitor

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### **Report description:**

Despite the challenges posed by rising inflation, colour cosmetics has emerged as a beacon of success for manufacturers and retailers alike. The year 2023 saw low overall retail volume growth, along with a dynamic increase in current value terms - robust double-digit value increases were seen across all the main categories within colour cosmetics. Transitioning from a period dominated by the uncertainties of the pandemic, colour cosmetics experienced a renaissance, marked by recovery and innovat...

Euromonitor International's Colour Cosmetics 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: Colour Cosmetics Sets/Kits, Eye Make-Up, Facial Make-Up, Lip Products, Nail Products.

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

Why buy this report?

- \* Get a detailed picture of the Colour Cosmetics 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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### Summary 1 Research Sources

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