

Hair Care in Poland

Market Direction | 2024-05-06 | 26 pages | Euromonitor

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Report description:

Hair care in Poland maintained its growth momentum in retail volume and current value terms in 2023. This was despite the fact that after seeing declines in 2020 due to the pandemic, current value sales had already returned to the pre-pandemic level in 2021, and volume sales followed in 2022. Growth was visible across most categories in 2023, except perms and relaxants (a decline only in volume terms). Notably, shampoos, conditioners and treatments, and 2-in-1 products, including innovative sham...

Euromonitor International's Hair 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: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- * Get a detailed picture of the Hair 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.

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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Expansion of the range of products used drives growth

Although multinationals lead the way, local brands and private label perform well

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