

Men's Grooming in Poland

Market Direction | 2024-05-06 | 24 pages | Euromonitor

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Report description:

After declines were seen for men's grooming in Poland during the pandemic, value sales returned to the 2019 level in 2022, while 2023 witnessed continued robust retail volume recovery, and sales finally returned to the pre-pandemic level. Despite already seeing a strong recovery, value sales saw continued double-digit growth in 2023. While high inflation constrained volume growth to some extent, it significantly boosted value growth, particularly in premium men's fragrances, indicating Polish me...

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

Table of Contents:

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List Of Contents And Tables

MEN'S GROOMING IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Complete recovery of volume sales in men's grooming

Multifunctional vs. targeted products

Demand for men's skin care and hair care products rises

PROSPECTS AND OPPORTUNITIES

Efficiency and minimalism important to younger consumers

E-commerce expected to become even more important

Spa and wellness set to be the next big thing in men's grooming

CATEGORY DATA

Table 1 Sales of Men's Grooming by Category: Value 2018-2023

Table 2 Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 3 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 4 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 5 NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 6 LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 7 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 8 Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 9 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

BEAUTY AND PERSONAL CARE IN POLAND

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 10 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 19 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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