

Skin Care in Poland

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

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Report description:

Skin care in Poland flourished throughout the review period, seemingly unaffected by the impact of the pandemic and prevailing economic challenges, and retail volume and current value growth continued in 2023, with increases in sales across all categories. The Polish market is saturated with a variety of multinational and local skin care brands that cater to a wide range of skin problems and consumer needs across all price segments. The dynamic double-digit current value growth rates seen by ski...

Euromonitor International's Skin 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

Why buy this report?

- * Get a detailed picture of the Skin 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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SKIN CARE IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Skin care continues to flourish in 2023, with exceptional value growth

Facial care leads sales and sees dynamic growth, especially premium products

L'Oreal maintains its lead, and Bielenda acquires Torf Corporation

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SOURCES

Summary 1 Research Sources

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