

Sun Care in Poland

Market Direction | 2024-05-06 | 23 pages | Euromonitor

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Report description:

After witnessing significant declines in 2020 in the first year of COVID-19, sun care in Poland saw continuous robust retail volume and current value growth from 2021 to 2023, recovering fully in current value terms, but not rebounding completely from the pandemic downturn in volume terms. Actual growth in 2023 was primarily propelled by sales of mass sun protection products, although the highest growth rates in current value terms were observed in the premium segment, particularly in premium af...

Euromonitor International's Sun 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: Adult Sun Care, Baby and Child-specific 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 Sun 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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