

Beauty and Personal Care Packaging in Poland

Market Direction | 2024-08-07 | 9 pages | Euromonitor

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Report description:

Flexible paper, the leading pack type in bar soap in Poland, is able to boast environmental benefits and align with growing consumer preference for sustainable products. As awareness about environmental issues increases, Polish consumers are seeking eco-friendly alternatives to plastic packaging. Flexible paper packaging offers a biodegradable and recyclable option, reducing environmental impact and appealing to environmentally-conscious buyers.

Euromonitor International's Beauty and Personal Care Packaging in Poland report offers insight into key trends and developments driving packaging across the category.

Product coverage: Baby and Child-specific Products Packaging, Bath and Shower Packaging, Colour Cosmetics Packaging, Deodorants Packaging, Depilatories Packaging, Fragrances Packaging, Hair Care Packaging, Men's Grooming Packaging, Oral Care Packaging, Skin Care Packaging, Sun Care Packaging.

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

Why buy this report?

- * Get a detailed picture of the Beauty and Personal Care Packaging 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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Euromonitor International

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BEAUTY AND PERSONAL CARE PACKAGING IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Leading bar soap pack type flexible paper fits the bill in terms of eco-friendliness

HDPE bottles the major pack type in conditioners and treatments due to their versatility and recyclability

Garnier?launches a 100% recyclable paper-based tube for its BB cream

PROSPECTS AND OPPORTUNITIES

Squeezable plastic tubes expected to gain share due to their cost-effectiveness and practicality

The 50ml pack will remain the most popular size over the forecast period

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