

Personal Care Appliances in Poland

Market Direction | 2025-01-10 | 36 pages | Euromonitor

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Report description:

While personal care appliances in Poland witnessed slight volume growth in 2024, the decline seen in hair care appliances reflects the more competitive state of the landscape in 2024. Consumers are delaying replacements and opting for multifunctional devices. The moderate current value growth reflects a shift towards premium, feature-rich appliances, even as volume sales come under pressure. The steady growth in oral care appliances, including battery and electric toothbrushes, reflects increase...

Euromonitor International's Personal Care Appliances 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 2020-2024, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Body Shavers, Electric Facial Cleansers, Hair Care Appliances, Oral Care Appliances, Other Personal Care Appliances.

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

Why buy this report?

- * Get a detailed picture of the Personal Care Appliances 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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