

Fragrances in Poland

May 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong premiumisation trend in 2022 as both men's and women's premium fragrances experience stronger growth than their mass counterparts

L'Oréal Polska retains the lead thanks to its renowned brands

Mass fragrances employs a number of strategies to compete with the premiumisation trend

PROSPECTS AND OPPORTUNITIES

Unisex fragrances becomes an increasingly attractive option, while sets/kits remains a seasonal product

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DISCLAIMER

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