

# Hair Care in Poland

May 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Strong growth for hair care as the category rebounds after the pandemic with consumers eager to buy specific products to suit their hair type  
Salon professional hair care and standard shampoos benefit from strong growth thanks to the lifting of COVID-19 restrictions  
Discounters and health and personal care stores remain popular for hair care though retail e-commerce becomes a growing threat

#### PROSPECTS AND OPPORTUNITIES

Positive forecast period growth for hair care thanks to eco-friendly, natural and vegan trends  
Women return to the salons in a bid to achieve professional results while the more natural trend and celebration of grey hair counters this trend  
L'Oréal retains the lead in hair care thanks to the popularity of its brands across multiple categories

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