

Personal Care Appliances in Poland

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Personal Care Appliances in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Moderate growth as consumers focus on personal grooming Hair care strengthens as consumers seek multi-functional devices High inflation and rising prices put some pressure on demand

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New product development is crucial to driving sales Increasing importance of personal hygiene and personal grooming to support sales Importance of e-commerce set to increase as consumers value convenience

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