

Beauty and Personal Care in Poland

May 2023

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Continued popularity of retail e-commerce especially for products that parents like to keep in stock

PROSPECTS AND OPPORTUNITIES

Negative demographic trends impact category sales over the forecast period

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Highly fragmented category led by PZ Cussons and other multinationals

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PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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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

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Procter & Gamble retains the lead while health and personal care stores are popular in the distribution of men's shaving

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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Body care experiences strong growth as consumers appreciate the moisturising properties of these products

Direct selling develops since the pandemic to combine sales via consulting and consumer contact via social media

PROSPECTS AND OPPORTUNITIES

Facial care remains a key driver of skin care with considerable scope for further development

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L'Oréal Polska Sp zoo and Beiersdorf AG retain the lead with their well-known and widely available brands

Health and personal care stores proves popular for sun care while retail e-commerce continues to gather momentum, even in the wake of the pandemic

PROSPECTS AND OPPORTUNITIES

Sun care on a growth trend thanks to the increasing importance of skin care over the forecast period, though consumers opt for products with chemical rather than natural formulas for reasons of efficacy

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Premium Beauty and Personal Care in Poland

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Growing appreciation of the benefits of one quality premium product compared to several lower-priced mass alternatives

Multinationals characterise the category with L'Oréal maintaining its outright lead

PROSPECTS AND OPPORTUNITIES

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Mass Beauty and Personal Care in Poland

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Growing popularity of mass fragrances thanks to their widespread availability, accessible prices and regular daily usage
Mass beauty and personal care is led by multinationals, although the category remains fragmented

PROSPECTS AND OPPORTUNITIES

Mass skin care remains the largest category in mass beauty and personal care products over the forecast period
Mass hair care remains an important category in mass beauty and personal care though consumers increasingly opt for premium products
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