

# Premium Beauty and Personal Care in Poland

May 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Premium beauty and personal care outgrows the mass segment in 2022, with growth from a smaller base  
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

Despite inflation and declining purchasing power, demand for premium products remains strong  
Growing popularity of premium dermocosmetics from pharmacies thanks to rising awareness on social media  
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