Beauty and Personal Care in Poland

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Growing eco trend in baby and child-specific products
Licensing and interesting new developments around product format in baby and child-specific toiletries are designed to capture the attention of young children
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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Strong popularity seen for body wash/shower gel while intimate hygiene benefits from a wide range of product formats

Highly fragmented category led by PZ Cussons and other multinationals

PROSPECTS AND OPPORTUNITIES

Steady performance for bath and shower thanks to its cleaning and caring properties while demand also grows for natural and simpler product formulas

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Foundation/concealer benefits from natural make-up trend, while nail products boosted by hybrid nail polish and lip products from the lifting of mask-wearing restrictions

Health and personal care stores remains the leading distribution channel while leading direct sellers increasingly offer online sales

PROSPECTS AND OPPORTUNITIES

Ongoing development of the “no make-up” trend maintains the popularity of foundation/concealer and BB/CC cream

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Unilever retains the lead though it loses share to “others” and the development of deodorants with natural ingredients
Discounters remains the leading channel and benefits from its development of private label

PROSPECTS AND OPPORTUNITIES

Positive growth for deodorants as consumers resume pre-pandemic habits and industry players develop natural and cruelty-free products
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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. Premium men’s fragrances records the fastest forecast period growth. Retail e-commerce gathers momentum over the forecast period thanks to lower prices and wide product range.

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**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’Oreal retains the lead in hair care thanks to the popularity of its brands across multiple categories.

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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

Despite the ongoing trend towards minimalism, men gradually introduce more products into their personal care regimes, such as products for sensitive skin while retail e-commerce becomes increasingly important

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Growing natural trend also present in oral care as exemplified by toothpaste with probiotics

Colgate-Palmolive sustains the lead in oral care thanks to the popularity of its Colgate and Elmex brands in toothpaste

PROSPECTS AND OPPORTUNITIES

Growth in more advanced products as consumers increasingly incorporate mouthwashes/dental rinses and dental floss into their oral care routines

The fairly saturated category of toothpaste benefits from consumer demand for more premium products

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

PROSPECTS AND OPPORTUNITIES
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L’Oréal Polska Sp z o.o 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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Mass beauty and personal care products retains outright lead over premium, especially in skin care
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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