Mass Beauty and Personal Care in Poland - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Mass beauty and personal care products retain 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.
Mass sun care continues to dominate, with high quality private label gaining ground.

CATEGORY DATA

Table 1 - Sales of Mass Beauty and Personal Care by Category: Value 2017-2022
Table 2 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2018-2022
Table 4 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2019-2022
Table 5 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2022-2027
Table 6 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2022-2027

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 7 - Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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