

Premium Beauty and Personal Care in Poland

May 2024

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Premium Beauty and Personal Care in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium beauty and personal care thrives in value terms amidst expanding consumer group and inflation The "lipstick effect" persists in 2023 Multinationals characterise premium beauty and personal care, with L'Oréal maintaining its strong lead

PROSPECTS AND OPPORTUNITIES

Growth prospects are optimistic in the forecast period Sustainability and bio trends set to strengthen Premiumisation trend expected to continue

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DISCLAIMER

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