

Beauty and Personal Care in Poland

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Abstracts

Beauty and personal care in Poland was heavily impacted by Russian aggression on Ukraine mainly by stopping exports to Russia and Belarus. The outbreak of war also had a negative impact on production costs. Some of the raw materials and packaging imported from Ukraine had to be replaced with more expensive semfinished products from other sources. Domestic producers were also challenged by significant increases in electricity and gas costs. Russia's aggression against Ukraine forced producers to...

Euromonitor International's Beauty and Personal Care in Poland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Despite growing acceptance of men's grooming some men continue to use these products to a minimum while others prefer multiple-use products

Trend towards naturalness and avoidance of chemicals also seen in men's grooming with growth of premium products outpacing that of their mass alternatives

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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