

## Depilatories in Poland

URL:	<a href="https://marketpublishers.com/r/D434D666423EN.html">https://marketpublishers.com/r/D434D666423EN.html</a>
Date:	May 5, 2017
Pages:	32
Price:	US\$ 990.00
ID:	D434D666423EN

Depilatories registered current retail value growth of 3% to reach PLN182 million in 2016. Sales were driven by the largest category of women's razors and blades, with current value growth of 3% due to the decline in the average unit price in 2016. Meaningful growth of depilatories was fuelled by a widening product portfolio and new launches.

Euromonitor International's Depilatories 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 2012-2016, allowing you to identify the sectors driving growth. Forecasts to 2021 illustrate how the market is set to change.

**Product coverage:** Hair Removers/Bleaches, Women's Pre-Shave, Women's Razors and Blades.

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

### Why buy this report?

- Get a detailed picture of the Depilatories 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.

### Table of Content

Headlines

Trends

Category Data

Table 1 Sales of Depilatories by Category: Value 2011-2016

Table 2 Sales of Depilatories by Category: % Value Growth 2011-2016

Table 3 Sales of Women's Razors and Blades by Type: % Value Breakdown 2012-2016

Table 4 NBO Company Shares of Depilatories: % Value 2012-2016

Table 5 LBN Brand Shares of Depilatories: % Value 2013-2016

Table 6 Forecast Sales of Depilatories by Category: Value 2016-2021

Table 7 Forecast Sales of Depilatories by Category: % Value Growth 2016-2021

Cederroth Polska SA in Beauty and Personal Care (poland)

Strategic Direction

Key Facts

**Summary 1 Cederroth Polska SA: Key Facts****Competitive Positioning****Summary 2 Cederroth Polska SA: Competitive Position 2016****Miraculum SA in Beauty and Personal Care (poland)****Strategic Direction****Key Facts****Summary 3 Miraculum SA: Key Facts****Summary 4 Miraculum SA: Operational Indicators****Competitive Positioning****Summary 5 Miraculum SA: Competitive Position 2016****Rossmann Sdp Sp Zoo in Beauty and Personal Care (poland)****Strategic Direction****Key Facts****Summary 6 Rossmann SDP Sp zoo: Key Facts****Summary 7 Rossmann SDP Sp zoo: Operational Indicators****Company Background****Chart 1 Rossmann SDP Sp zoo: Rossmann in Bialystok****Internet Strategy****Private Label****Summary 8 Rossmann SDP Sp zoo: Private Label Portfolio****Competitive Positioning****Summary 9 Rossmann SDP Sp zoo: Competitive Position 2016****Executive Summary**

Sales Growth in 2016 Higher Than Average for Entire Review Period

Programme Family 500 Plus Is Key Trend Influencing Beauty and Personal Care in 2016

Leading Multinationals Followed by Dynamic Domestic Operators

Product Developments Focus on Specific Value and Natural Properties

Bright Prospects for Beauty and Personal Care Over the Forecast Period

Key Trends and Developments

Consumer Shift Towards Simplicity, Naturalness and Ecology

Internet Significantly Influences Beauty and Personal Care

Chained Drugstores and Discounters Lead Distribution

**Market Data**

Table 8 Sales of Beauty and Personal Care by Category: Value 2011-2016

Table 9 Sales of Beauty and Personal Care by Category: % Value Growth 2011-2016

Table 10 Sales of Premium Beauty and Personal Care by Category: Value 2011-2016

Table 11 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2011-2016

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2012-2016

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2012-2016

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2013-2016

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2011-2016

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2011-2016

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2016

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2016-2021

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 20 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2016-2021

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2016-2021

**Sources****Summary 10 Research Sources**

### I would like to order:

**Product name:** Depilatories in Poland  
**Product link:** <https://marketpublishers.com/r/D434D666423EN.html>  
**Product ID:** D434D666423EN  
**Price:** US\$ 990.00 (Single User License / Electronic Delivery)

*If you want to order Corporate License or Hard Copy, please, contact our Customer Service: [office@marketpublishers.com](mailto:office@marketpublishers.com)*

### Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <https://marketpublishers.com/r/D434D666423EN.html>

### To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
E-mail:  
Company:  
Address:  
City:  
Zip/Post Code:  
Country:  
Tel:  
Fax:  
Your message:

\* All fields are required

Customer Signature \_\_\_\_\_

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at [https://marketpublishers.com/docs/terms\\_conditions.html](https://marketpublishers.com/docs/terms_conditions.html)

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**