

## Depilatories in Poland

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The strengthening purchasing power of Polish households and rising consumption aided the growth of depilatories. Over the review period, sales were driven by hair removers/bleachers, as Polish women find them easy to use and provide a long-lasting effect. Women's razors and blades, which holds the largest value share, witnessed solid growth due to be a relatively inexpensive and fast way of shaving, especially popular with teenagers. Women's pre-shave grew slower than razors and blades, as it is...

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 2013-2017, allowing you to identify the sectors driving growth. Forecasts to 2022 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.

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