

Mass Beauty and Personal Care in Poland

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Abstracts

Mass beauty and personal care is particularly strong in skin care thanks to the highly developed category of mass facial care. Interest in products containing natural ingredients was noticeable with producers eager to emphasise the high natural content or veganism in their products. There was also a trend towards multifunctional products in facial care with high demand for products that simultaneously meet several needs, such as moisturising and sun protection. The mass segment is strong in faci...

Euromonitor International's Mass 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: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin 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 Mass 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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Growing popularity of mass fragrances thanks to their widespread availability, accessible prices and regular daily usage

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