

Hair Care in Poland

May 2024

Table of Contents

Hair Care in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued strong growth for hair care as consumers' lives normalise

Expansion of the range of products used drives growth

Although multinationals lead the way, local brands and private label perform well

PROSPECTS AND OPPORTUNITIES

Natural products set to continue to become more important

E-commerce poised for continued growth, although store-based retailers will remain dominant

The rise of "hair skinification" expected to drive sales

CATEGORY DATA

- Table 1 Sales of Hair Care by Category: Value 2018-2023
- Table 2 Sales of Hair Care by Category: % Value Growth 2018-2023
- Table 3 Sales of Hair Care by Premium vs Mass: % Value 2018-2023
- Table 4 NBO Company Shares of Hair Care: % Value 2019-2023
- Table 5 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023
- Table 6 LBN Brand Shares of Hair Care: % Value 2020-2023
- Table 7 LBN Brand Shares of Colourants: % Value 2020-2023
- Table 8 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023
- Table 9 LBN Brand Shares of Styling Agents: % Value 2020-2023
- Table 10 LBN Brand Shares of Premium Hair Care: % Value 2020-2023
- Table 11 Forecast Sales of Hair Care by Category: Value 2023-2028
- Table 12 Forecast Sales of Hair Care by Category: % Value Growth 2023-2028
- Table 13 Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

Beauty and Personal Care in Poland - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

- Table 14 Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 19 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 20 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 21 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 22 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 23 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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