

# Cosmetics retail market in Central Europe 2017

Market analysis and development forecasts for 2017-2022



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## What is the content of the report?

- **Data and expert commentary** on the five Central European markets: Bulgaria, Czech Republic, Hungary, Romania, Slovakia
- **Comparison of markets by country** and combined data on Central European cosmetics market
- **Market values with unique five-year forecast** prepared by PMR's Econometrician Team based on advanced econometric models
- **Value of retail sales** of cosmetics in different distribution channels in 2013-2022
- **Description of the most important product segments**
- **Expert commentary** explaining all the presented data
- **Influence of implemented and planned legislation changes** on the retail market of cosmetics in Central European countries
- **Description of consolidation processes** on the Central European cosmetics markets, including market entries, exits, mergers and acquisitions
- **Ranking of the largest retailers** on each country's market as well as Central European cosmetics market as a whole



## Who benefits from the analysis?

- Health and beauty products manufacturers
- Cosmetics private label producers
- Cosmetics retail chains and distributors
- Pharmacy chains
- E-commerce platforms and direct selling companies
- Packaging and design solutions providers
- In-store and merchandising solutions providers
- Trade and industry organizations
- Large-area grocery chains
- FMCG wholesalers



## Why to buy the report?

The complete analysis of the Central European cosmetics retail market, as well as all its channels, enables to evaluate the market and its growth perspectives

Unique forecasts for the market and its channels' values to 2022, based on advanced econometric models, will provide support in preparing strategies

Possibility to analyse historic data and trends they show

Report includes thorough market trends analysis

Information on the largest retailers on the market: value of cosmetics sales, number of stores, market shares