

# IMPACT OF CORONAVIRUS EPIDEMIC ON COSMETIC PRODUCTS MARKET IN POLAND **2020**

Scenarios and growth forecasts


## IN THE REPORT:

- **Three scenarios for the market** – depending on the duration of the epidemic and the restrictions on the operation of shops
- **Benchmarking** - a counterfactual forecast assuming normal market conditions used as a benchmark for assessing the scale of change
- Revised **forecasts for cosmetics segments** and distribution channels



## WHY IT'S WORTH IT:

- **Shows the future shape** of the cosmetics market - its segments and distribution channels
- Indicates **the most vulnerable** market areas
- **Analyses the scale** of changes after the epidemic
- Supports decision-making by providing **answers to key questions the sector is asking**

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