

# COSMETICS RETAIL MARKET IN POLAND

Market analysis and development forecasts for 2022-2027

# 2022


## IN THE REPORT:

- **Market value and growth** with **development forecast** up to 2027.
- **Key trends** and **other factors** influencing the development of the cosmetics market in Poland
- **Profiles of consumers buying cosmetics from particular product categories** supported by the consumer survey results
- **Biggest players** in the market – not only health and beauty store chains but also grocery chains
- Shares of individual product segments and distribution channels, including cosmetics store chains, direct selling, online channel, grocery stores and pharmacies, with forecasts up to 2027



## WHY IT'S WORTH IT:

- Analysis of individual market segments
- Analysis of the macroeconomic situation with forecasts for key indicators, including GDP, inflation, wages, unemployment or exchange rates

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