



COSMETICS RETAIL MARKET IN POLAND 2023

MARKET ANALYSIS AND DEVELOPMENT FORECASTS FOR 2023-2028

IMPACT OF INFLATION AND WAR IN UKRAINE



About the report

Consumers can be guided by various criteria when purchasing cosmetics. According to our survey, among the important factors determining consumer decisions are those of economic nature: a good price-to-quality ratio or the effectiveness of the product rank first and a low price is the factor mentioned in fifth place. Effectiveness, brand confidence and a nice fragrance are also among the factors important to consumers.

Sales in physical health and beauty stores still account for the largest share of the cosmetics retail market, but their importance has been declining recently, mainly because of the popularity of the internet.

The offline section of the market is also changing:

- open-air markets and marketplaces are no longer a significant sales channel,
- the sales of cosmetic products are on the rise in the rapidly developing food and non-food discounters.

Consumer spending on cosmetics and personal care products will be strongly influenced by inflation in the near term, although our forecast is that their prices will rise more slowly than the prices in general. High inflation will have a hampering effect on the cosmetics retail market in Poland. Although inflation will result in growing prices of cosmetics due to which the nominal value of the market will increase, it will still hamper the market real growth because of Poles' limited purchasing power. This will have an impact on Poles' purchasing decisions regarding cosmetics.

A comprehensive market analysis along with development forecasts can be found in PMR's latest report: „Cosmetics retail market in Poland 2023”.



Details about the report

The report features in particular

To analyse comprehensively the cosmetics retail market in Poland, with the breakdown by product category and sales channel, and to present market development forecasts.

Additional objectives

- To analyse in **detail sales channels for cosmetics**, including: health and beauty stores, food discounters, online sales, direct selling, hypermarkets, pharmacies, supermarkets, grocery stores and general stores, and other (including: non-food discounters, clothing and footwear stores, open-air markets and marketplaces, mixed-assortment stores, and kiosks); and to present their development forecasts.
- To analyse in detail **various categories of cosmetic products**, including: body care, face care, bath and shower cosmetics, make-up, hair care and styling, oral care, hair removal and shaving, nail care and nail art, hair colouring and perfume; and to present their development forecasts.
- To present **key factors and trends** in the cosmetics retail market (macroeconomic, demand-side, supply-side, technological and legal factors).
- To present and analyse the **purchasing behaviour of cosmetics buyers**.
- **Segmentation of cosmetic buyers**.

In the report you will find information on:

- **Market value for 2019-2022** along with development forecasts until 2028.
- **Market breakdown for the period of 2019-2022** along with **development forecasts until 2028**, by sales channel and product category.
- **Forecast changes** in the prices of cosmetics and for other macroeconomic and demographic factors.
- Demand-side, supply-side, legal and technological **factors influencing the market**.
- **Profile of the cosmetic buyer**.
- **Segmentation of cosmetic buyers**.
- **Major players** in the cosmetics retail market, including breakdowns by sales channel.

Details about the report

Time span: 2019-2022

Forecast period: 2023-2028

Geographic coverage: Poland

SUBJECT MATTER - MARKET COVERED

- body care
- face care
- make-up
- perfume
- hair care and styling products
- bath and shower
- oral care
- hair removal and shaving
- nail care and nail art
- hair colouring

SCOPE - MARKET PARAMETERS

- market value
- breakdown of the market value by sales channel:
 - health and beauty stores
 - food discounters, online sales
 - direct selling
 - hypermarkets
 - pharmacies
 - supermarkets
 - grocery stores and general stores
 - and other (including: non-food discounters, clothing and footwear stores, open-air markets and marketplaces, mixed-assortment stores, and kiosks)
- breakdown of the market value by product category: body care, face care, bath and shower, make-up, hair care and styling, oral care, hair removal and shaving, nail care and nail art, hair colouring and perfume; and to present their development forecasts
- forecasts for the entire cosmetics market, sales channels and product categories
- value of the luxury cosmetics market and its share in the value of the overall cosmetics market, together with forecast



Details about the report

FORECASTS

Long-term market development forecasts were prepared for the report using econometric models and a 10-year time series. The forecasts cover the period 2023-2028. For the year 2022, PMR prepared estimates based on preliminary data and market records for the first three quarters of 2022.

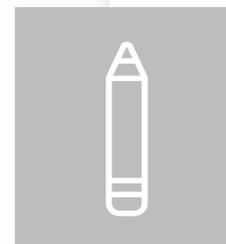
In addition to the forecasts for the value of the market, sales channels and product categories, the report also covers forecasts for selected macroeconomic indicators, including:

- Per capita PKB and GDP real growth rate
- CPI and price index for cosmetics prices
- average annual LFS unemployment rate and real change of average monthly gross wage in Poland
- real growth rate for household disposable income and private consumption
- number of Poland's residents and share of each demographic group

ANALYSIS

Profile of the cosmetics buyer, including:

- factors affecting decisions on where cosmetics are bought
- factors influencing decisions on the purchase of particular cosmetics
- cosmetic ingredients that influence purchase decisions
- opinions on selected market phenomena and trends
- brand significance when buying cosmetics
- willingness to test new products when buying cosmetics



Benefits of purchasing the report

What important questions the report answers:

- What is **the value of the** cosmetics retail market in Poland?
- What are **the prevailing trends** in the cosmetics market?
- What is the **impact of the war in Ukraine and inflation** on the cosmetics retail market in Poland?
- What is **the real growth rate** for the cosmetics retail market?
- What is **the share of each product category** in the cosmetics market?
- What **factors influence** the cosmetics retail market?

Together with the report, you will be provided with the most important data in the Excel spreadsheet for individual aggregation.





Królewska 57
30-081 Kraków



+48 12 340 51 30



sales@pmrcorporate.com
www.pmrmarketexperts.com



PMR

MARKET
EXPERTS

Contact us



Anna Bukowska

Business Development Manager
anna.bukowska@pmrcorporate.com
tel.: +48 605 834 000