

COSMETICS RETAIL MARKET IN POLAND

Market analysis and development forecasts
for 2020-2025

2020

IN THE REPORT:

- Value of the **market and its growth rate** with development **forecasts until 2025**.
- Analysis of individual **product segments**, including body and bath cosmetics, face care, hair care and styling, colour cosmetics, oral hygiene, perfumes, dermocosmetics, or children's cosmetics.
- **Main trends** and other factors influencing the development of the cosmetics market in Poland
- **Profiles the biggest players** on the market
- **Shares of individual product segments** and distribution channels
- **Consumer profile** based on survey results

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WHY IT'S WORTH IT:

- Calculates the **value of the total market** as well as individual product segments and distribution channels
- Presents the **growth prospects** of particular segments
- Describes the **latest trends** on the market
- Analyses the **macroeconomic situation**