

# COSMETICS RETAIL MARKET IN POLAND

Market analysis and development forecasts  
for 2021-2026


# 2021

## IN THE REPORT:

- Value and dynamics of the market along with growth **forecasts till 2026**
- An **analysis of the various segments of the market**,
- The report includes **a breakdown of sales of each segment** into offline and online channels
- Share of specific **product segments and distribution channels**, including, among others, beauty chains, direct sales, online channel, grocery shops and pharmacies
- Analysis of **the macroeconomic situation with forecasts for key indicators**, including GDP, inflation, wages, unemployment or exchange rates

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## WHY IT'S WORTH IT:

- The main trends and other factors influencing development of the cosmetics market in Poland
- Consumer profile supported by consumer survey results
- Major market players - not only drugstore chains, but also grocery chains with estimated cosmetics sales value and online players