



# DERMOCOSMETICS 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 choosing where to buy dermocosmetics. **According to the survey we conducted in January 2023, the most important factors that have an influence on consumer decisions are those economic** (attractive prices and special offers), **but also the product range on offer** (availability of favourite brands and a wide selection of products).

Pharmacy sales still account for the largest share of the dermocosmetics retail market in Poland, but the importance of the internet has recently increased. **According to our forecasts, until 2028 the internet will remain the fastest-growing sales channel for dermocosmetics in Poland.**

Changes are also taking place in the offline segment of the market:

- the importance of offline pharmacies is in decline (although they will continue to account for the largest share of the dermocosmetics market value over the forecast period)
- the importance of health and beauty stores is growing.

**In the near term, consumer spending on dermocosmetics will be strongly influenced by inflation,** although our forecast is that prices of dermocosmetics will increase more slowly than prices in general. High inflation will have a limiting effect on the dermocosmetics market in Poland. Although inflation will result in higher prices of dermocosmetics due to which the nominal value of the market will increase, it will still impede its real growth because of Poles' limited purchasing power.

For a **complete analysis and 5-year growth forecasts, see PMR's latest report ["Dermocosmetics market in Poland 2023"](#)**





# Details about the report

## Main objective

To analyse comprehensively the retail market of dermocosmetics in Poland, broken down into the main product categories and sales channels, and to present growth prospects (for the market, its segments and sales channels).

## Additional objectives:

- to analyse various sales channels, including: offline pharmacies, health and beauty stores, online stores, online pharmacies, e-commerce platforms; and to present their development forecasts
- to present key factors and trends in the dermocosmetics market (macroeconomic, including inflationary, demand-side, supply-side, and legal factors)
- to analyse the largest dermocosmetic categories in pharmacies and to identify their growth prospects
- to analyse the share of dermocosmetics in main cosmetic categories in Poland and to assess their growth prospects
- to define characteristics of dermocosmetic buyers in Poland
- to present the most popular dermocosmetic brands in Poland
- to identify major players in the dermocosmetics retail market in Poland
- to identify the largest manufacturers overall and by sales channel

## What can be found in the report?

- market value for the years 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
- breakdown of the dermocosmetics market for the period of 2019-2022 along with development forecasts until 2028, by offline and online sales
- pharmacy market breakdown for the years 2019-2022 with development forecasts until 2028, by product category
- forecasts of changes in the prices of dermocosmetics and other macroeconomic, demand-side, supply-side and regulatory factors affecting the market
- the largest retailers on the dermocosmetics market in Poland
- consumer behaviour, including places where dermocosmetics are purchased and the characteristics of dermocosmetic buyers
- major players in the pharmacy market in general and by product category
- the most popular dermocosmetic brands in Poland



# Subject matter and scope

**Time span:** ..... 2019-2022

**Forecast period:** ..... 2023-2028

**Geographic coverage:** ..... Poland

## SCOPE

Particular product categories distributed in pharmacies:

- body and personal care
- face care and make-up
- hair care
- foot and leg care
- children's dermocosmetics
- eye skin care, make-up and make-up removal
- hand care
- lip care and make-up
- men's dermocosmetics
- nail care
- dermocosmetics for pregnant and postpartum women

## SUBJECT MATTER

- market value
- breakdown of the total market value by sales channel: pharmacies, health and beauty stores, online stores, online pharmacies, e-commerce platforms
- breakdown of the total market value by offline and online sales
- breakdown of the pharmacy market by largest product categories
- forecasts for the entire market and for particular sales channels
- forecasts for product categories available in pharmacies
- forecasts for the share of dermocosmetics in the main categories of the cosmetics market
- major players in the dermocosmetics retail market
- major dermocosmetics manufacturers
- largest manufacturers by category of dermocosmetics sold in pharmacies





# Additional information

## FORECASTS

For the report, long-term market development forecasts were prepared using econometric models and historical time series.

**The forecasts cover the period 2023-2028.**

In addition to the forecasts for the value of the market and product categories, the report also features forecasts for 2023-2028 for selected macroeconomic indicators, including:

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

## OTHER INFORMATION

In the report, we also present key parameters on dermocosmetics sales, including:

- comparison of purchases of dermocosmetics and other cosmetics in Poland
- sales revenues of selected largest health and beauty chains in Poland and their store count
- number of packs of dermocosmetics sold in pharmacies in Poland and analysis of the trend over time
- average prices of a dermocosmetic in pharmacies, by product category

**Final pharmacy data on dermocosmetics sales in 2022 are now available.**



# Benefits of purchasing the report

## The report answers, for instance, the following questions:

- What is the value of the dermocosmetics retail market in Poland?
- What is the value of dermocosmetics sales in different distribution channels?
- Which sales channels will grow fastest over the next few years?
- What are key trends on the dermocosmetics market in Poland?
- Which dermocosmetics categories in the pharmacy market will see the biggest changes between 2023 and 2028?
- What is the real growth rate of the dermocosmetics market in Poland?

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







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