



Euromonitor
International

Beauty and Personal Care in Poland

May 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Rising Incomes and Informed Consumers Drive Value Growth and Premiumisation

Skin Intellectualism Gains Traction as Consumers Become More Ingredient-Literate

Chart 2 - Resibo Launches Hybrid Ampoule Treatment for Facial Care

Polish Brands Leverage Lifestyle Trends to Engage Consumers and Boost Growth

Chart 3 - Fluff Launches Cosmetic Blind Boxes at Rossmann

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Adopt Ai and Selective Premiumisation to Drive Growth

Skin Care Set to Continue Leading in Value While Premium and Korean Brands Reshape Competition

Brands Anticipated to Expand Advisory Roles and Hybrid Formulations to Enhance Consumer Loyalty in Polarised Market

Chart 7 - Analyst Insight for Beauty and Personal Care

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Maintain Position Amid Intensifying Competition

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Physical Retail as Discounters Maintain Share

Innovative Retail Concepts Enhance Consumer Engagement through Personalised Experiences

Retail E-Commerce Expands Rapidly, Driving Discovery and Niche Brand Access

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Beauty and Personal Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Beauty and Personal Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Parents Drive Value Growth Despite Demographic Headwinds

Baby Wipes Lead Volume Sales While Sun Care Drives Dynamic Growth

Brands Innovate with Safety and Playful Experiences to Capture Parents and Children

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Parents Expected to Prioritise Safety and Premium Products to Sustain Growth

Baby Wipes Will Lead Value Sales While Sun Care Leads Dynamic Growth

Chart 23 - Childs Farm Launches Oatderma

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Strengthen Trust and Natural Positioning Amid Fragmentation

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Strengthen Dominance as Cautious Parents Shift From Discounters

Retail E-Commerce Rapidly Expands as Parents Embrace Online Convenience and Informed Shopping

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Baby and Child-Specific Products

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Baby and Child-Specific Products

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bath and Shower in Poland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Premium and Mass Segments Drive Growth Amid Evolving Consumer Needs

Chart 36 - Illiyoon Ceramide Body Wash Blends Skin Care Benefits with Gel Texture

Body Wash/Shower Gel Is the Largest While Bath Additives Is Most Dynamic

Sinsay's Playful Dispensers Exemplifies Sensory Trends

Chart 37 - Sinsay Introduces Liquid Soaps with Playful Dispensers

Chart 38 - Value Sales 2020-2030

Chart 39 - Volume Sales 2020-2030

Chart 40 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Embrace Skincare-Inspired Products and Dual Purchase Behaviour

Body Wash/Shower Gel Will Remain Largest While Bath Additives Remain Most Dynamic

Sustainability Anticipated to Capture Evolving Consumer Demand

Chart 41 - Forecast Value Sales 2020-2030

Chart 42 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Sustain Stable Shares Amid Market Fragmentation

Chart 43 - Company Shares 2025

Chart 44 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Expand Share Amid Evolving Consumer Preferences

Retail E-Commerce Grows Rapidly, Driven by Convenience and Wide Product Ranges

Chart 45 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 46 - Economic Context for Bath and Shower

Chart 47 - Real Gdp Growth 2020-2030

Chart 48 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 49 - Consumer Context for Bath and Shower

Chart 50 - Population 2020-2030

Chart 51 - Consumer Expenditure 2020-2030

Chart 52 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in Poland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

KEY INDUSTRY TRENDS

Chart 53 - Key Industry Trends for Colour Cosmetics

INDUSTRY PERFORMANCE

Stable Economic Environment Supports Spending on Colour Cosmetics

Facial Make-Up Leads Sales While Nail Products Grows Rapidly

Chart 54 - Trouble Maker Visually Stands Out on Shelves and Social Media

Phloov and Chanel Leverage Premiumisation and Skincare Innovation to Engage Consumers

Chart 55 - Chanel Beauty Expands beyond the Capital

Chart 56 - Value Sales 2020-2030

Chart 57 - Volume Sales 2020-2030

Chart 58 - Value Sales by Category 2025

WHAT'S NEXT?

Polish Consumers Anticipated to Embrace Hybrid Makeup with Skin Care Benefits to Drive Growth
Facial Make-Up Leads in Value While Lip Products Is Set to Achieve the Fastest Growth
E-Commerce and Social Selling Expected to Transform Consumer Engagement and Purchasing Behaviours
Chart 59 - Forecast Value Sales 2020-2030
Chart 60 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Positions Amid Moderate Market Fragmentation
Local Innovation and Exclusive Retail Partnerships Drive Brand Differentiation and Growth
Chart 61 - Company Shares 2025
Chart 62 - Brand Shares 2025

CHANNELS

Retail Offline Dominates Sales, Driven by the Increasing Popularity of Beauty Specialists
Retail E-Commerce Grows as Consumers Seek Convenience and Broad Product Choice
Chart 63 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 64 - Economic Context for Colour Cosmetics
Chart 65 - Real Gdp Growth 2020-2030
Chart 66 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 67 - Consumer Context for Colour Cosmetics
Chart 68 - Population 2020-2030
Chart 69 - Consumer Expenditure 2020-2030
Chart 70 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in Poland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Polish Consumers Embrace Premiumisation Amid Steady Market Growth
Cream and Roll-On Formats Gain Traction
Chart 71 - Vichy Uses Less Plastic in Regular Deodorant Packaging
Polish Brands Drive Premiumisation through Skin-Friendly Innovations
Chart 72 - Value Sales 2020-2030
Chart 73 - Volume Sales 2020-2030
Chart 74 - Value Sales by Category 2025

WHAT'S NEXT?

Increasing Disposable Incomes Set to Drive Consumer Demand for Premium Deodorants
Spray Deodorants Remain Dominant While Deodorant Sticks Experience Dynamic Growth
Functional Innovation and Premium Fragrances Set to Redefine Consumer Expectations
Chart 75 - Forecast Value Sales 2020-2030
Chart 76 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Nivea Polska Sp Zoo and Unilever Polska Sa Reinforce Leading Positions through Brand Familiarity and Distribution

Chart 77 - Company Shares 2025

Chart 78 - Brand Shares 2025

CHANNELS

Offline Retail Remains Dominant, While Hybrid Retail Models Gain Traction

E-Commerce Growth Fuels Accessibility and Niche Product Success among Polish Consumers

Chart 79 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 80 - Economic Context for Deodorants

Chart 81 - Real Gdp Growth 2020-2030

Chart 82 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 83 - Consumer Context for Deodorants

Chart 84 - Population 2020-2030

Chart 85 - Consumer Expenditure 2020-2030

Chart 86 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in Poland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Price Sensitivity and Emerging Electric Razor Adoption

Hair Removers/Bleaches Lead Growth as Women'S Razors and Blades Dominate Value Sales

Polish Brands Embrace Clean, Inclusive Formulations to Capture Young Consumers

Chart 87 - Your Kaya Presents Clean Formulation for Body Care and Shaving

Chart 88 - Value Sales 2020-2030

Chart 89 - Volume Sales 2020-2030

Chart 90 - Value Sales by Category 2025

WHAT'S NEXT?

Electric Devices and Wellness Trends Set to Reshape Consumer Preferences, Driving Steady Growth

Women's Razors and Blades Expected to Remain Dominant While Hair Removers/Bleaches Drive Fastest Growth

Brands Expected to Leverage Skin-Friendly Innovations and Lifestyle Appeal to Capture Evolving Consumers

Chart 91 - Forecast Value Sales 2020-2030

Chart 92 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Reinforce Position through Extensive Brand Recognition

Value-Focused Innovation and Distribution Strategies Unlock Growth Potential for Challengers

Chart 93 - Company Shares 2025

Chart 94 - Brand Shares 2025

CHANNELS

Rossmann Leads Offline Sales While Discounters Capture Value Shoppers

E-Commerce Expansion Driven by Convenience and Price Competitiveness

Chart 95 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 96 - Economic Context for Depilatories

Chart 97 - Real Gdp Growth 2020-2030

Chart 98 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 99 - Consumer Context for Depilatories

Chart 100 - Population 2020-2030

Chart 101 - Consumer Expenditure 2020-2030

Chart 102 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Fragrances in Poland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

KEY INDUSTRY TRENDS

Chart 103 - Key Industry Trends for Fragrances

INDUSTRY PERFORMANCE

Premium Fragrance Adoption Drives Value Growth Amid Economic Expansion

Chart 104 - Avon Perfect Nonsense Line Introduces Exciting Notes Combination

Rossmann'S Premium Fragrance Range Fuels Upscale Consumer Interest

Chart 105 - Rossmann Introduces Premium and Niche Fragrances

Avon'S Plastic-Free Packaging Exemplifies Sustainability Amid Evolving Consumer Expectations

Chart 106 - Value Sales 2020-2030

Chart 107 - Volume Sales 2020-2030

Chart 108 - Value Sales by Category 2025

WHAT'S NEXT?

Polish Consumers Expected to Embrace New Scents for Growth

Premium Fragrances Anticipated to Lead Value Growth Amid Strong Price Sensitivity

Social Media and Omnichannel Strategies Set to Reshape Consumer Engagement

Chart 109 - Analyst Insight for Fragrances

Chart 110 - Forecast Value Sales 2020-2030

Chart 111 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Dominant Multinational Companies Strengthen Leadership through Strategic Positioning

Chart 112 - Company Shares 2025

Chart 113 - Brand Shares 2025

CHANNELS

Retail E-Commerce Leads Sales as Digital Discovery Drives Channel Growth

Chart 114 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 115 - Economic Context for Fragrances

Chart 116 - Real Gdp Growth 2020-2030

Chart 117 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 118 - Consumer Context for Fragrances

Chart 119 - Population 2020-2030

Chart 120 - Consumer Expenditure 2020-2030

Chart 121 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hair Care in Poland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

KEY INDUSTRY TRENDS

Chart 122 - Key Industry Trends for Hair Care

INDUSTRY PERFORMANCE

Premium Brands Lead Value Growth as Consumers Trade up

Chart 123 - Consumers Apply Skin Care Logic to Their Hair Routines

Salon Professional Hair Care Captures Premium Growth Momentum

Chart 124 - Heiki Heiki Bottles Adopt Visual Cues From Perfume

Consumer Demand for Natural, Functional Formulations Rises

Chart 125 - Value Sales 2020-2030

Chart 126 - Volume Sales 2020-2030

Chart 127 - Value Sales by Category 2025

WHAT'S NEXT?

Retailers Anticipated to Expand Access to Professional Products, Accelerating Premium Growth

Brands Expected to Leverage Online Platforms as Professional Products Move into Retail

Increasing Consumer Spending Set to Support Premium Innovation and Market Growth

Chart 128 - Forecast Value Sales 2020-2030

Chart 129 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Positions Amid Moderate Market Concentration Shifts

Emerging Polish Brands Leverage Natural Innovation to Capture Premium Segments

Chart 130 - Analyst Insight for Hair Care

Chart 131 - Company Shares 2025

Chart 132 - Brand Shares 2025

CHANNELS

Rossmann Experiences Wide Reach as Health and Personal Care Stores Lead Retail Channels

Skin & Beauty by Super-Pharm Innovates with Integrated Consultations and Services

Retail E-Commerce Accelerates Premium Hair Care Growth with Enhanced Consumer Access

Chart 133 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 134 - Economic Context for Hair Care

Chart 135 - Real Gdp Growth 2020-2030

Chart 136 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 137 - Consumer Context for Hair Care
Chart 138 - Population 2020-2030
Chart 139 - Consumer Expenditure 2020-2030
Chart 140 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Men's Grooming in Poland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Rising Income and Evolving Habits Boost Polish Men'S Grooming Spend
Men'S Shaving Leads in Value While Toiletries Show Dynamic Volume Growth
Chart 141 - Phlov Mencare Introduces Multi-Step Routine for Men
Aa Laab Men and Phlov Mencare Drive Preventive Grooming Adoption
Chart 142 - Value Sales 2020-2030
Chart 143 - Volume Sales 2020-2030
Chart 144 - Value Sales by Category 2025

WHAT'S NEXT?

Young Men Expected to Shift Towards Skin Care, Driving Category Growth and Diversification
Increased Ingredient Awareness and Unisex Acceptance Anticipated to Reshape Consumer Preferences
Product Innovation and Premiumisation Set to Drive Competitive Advantage and Growth
Chart 145 - Forecast Value Sales 2020-2030
Chart 146 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Multinational Brands Strengthen Positions Amid Moderate Market Fragmentation
Chart 147 - Company Shares 2025
Chart 148 - Brand Shares 2025

CHANNELS

Grocery Retailers Retain Dominance, Driven by Convenience
Online Shopping Thrives on Price Transparency and Broad Assortment for Fragrances
Chart 149 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 150 - Economic Context for Men's Grooming
Chart 151 - Real Gdp Growth 2020-2030
Chart 152 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 153 - Consumer Context for Men's Grooming
Chart 154 - Population 2020-2030
Chart 155 - Consumer Expenditure 2020-2030
Chart 156 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Oral Care in Poland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

KEY INDUSTRY TRENDS

Chart 157 - Key Industry Trends for Oral Care

INDUSTRY PERFORMANCE

Premium Oral Care Products Drive Value Growth Amid Stable Population

Toothpaste Leads in Value, Driven by Whitening Demand and Social Media Influence

Chart 158 - Marvis Amplifies Visibility through Social Media Content

Natural Actives Shape Oral Care Innovation and Visibility

Chart 159 - Himalaya Pro+ Vitamin C White Brings Skin Care Actives into Herbal Toothpaste

Chart 160 - Value Sales 2020-2030

Chart 161 - Volume Sales 2020-2030

Chart 162 - Value Sales by Category 2025

WHAT'S NEXT?

Polish Consumers Expected to Elevate Spending on Premium Oral Care Products

Consumer Demand Anticipated to Favour Natural, Wellness-Focused Ingredients and Preventative Oral Care

Chart 163 - Forecast Value Sales 2020-2030

Chart 164 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Colgate-Palmolive and Procter & Gamble Reinforce Dominance Amid Shifting Shares

Chart 165 - Company Shares 2025

Chart 166 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Dominance Driven by Everyday Purchase Habits

E-Commerce Surges as Consumers Prioritise Convenience and Discovery

Chart 167 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 168 - Economic Context for Oral Care

Chart 169 - Real Gdp Growth 2020-2030

Chart 170 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 171 - Consumer Context for Oral Care

Chart 172 - Population 2020-2030

Chart 173 - Consumer Expenditure 2020-2030

Chart 174 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Skin Care in Poland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

KEY INDUSTRY TRENDS

Chart 175 - Key Industry Trends for Skin Care

INDUSTRY PERFORMANCE

Rising Consumer Spending Boosts Skin Care Sales as K-Beauty Gains Traction

Chart 176 - Biodance Hydrogel Masks Expand to Mainstream Retail

Facial Care Remains the Largest and Becomes the Best-Performing Category, Driven by Skin Intellectualism

Brands Leverage Digital Tools to Engage Polish Consumers

Chart 177 - Value Sales 2020-2030

Chart 178 - Volume Sales 2020-2030

Chart 179 - Value Sales by Category 2025

WHAT'S NEXT?

Global and Local Players Expected to Capitalise on Growth Amid Rising Consumer Sophistication

Polish Consumers Anticipated to Adopt Advanced Actives through Digital Influence and Education

Retail Consultation and Digital Tools Set to Enhance Personalised Consumer Journeys

Chart 180 - Forecast Value Sales 2020-2030

Chart 181 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Sustain Position Amid Gradual Market Fragmentation

Innovative Product Launches and Digital Engagement Reshape Competitive Dynamics

Chart 182 - Company Shares 2025

Chart 183 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Maintain Dominance, Driven by Experiential Shopping

Retailers Innovate with Expertise-Driven Concepts and Interactive Store Formats

E-Commerce Growth Reshapes Skin Care Shopping with Convenience and Digital Engagement

Chart 184 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 185 - Economic Context for Skin Care

Chart 186 - Real Gdp Growth 2020-2030

Chart 187 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 188 - Consumer Context for Skin Care

Chart 189 - Population 2020-2030

Chart 190 - Consumer Expenditure 2020-2030

Chart 191 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Sun Care in Poland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

INDUSTRY PERFORMANCE

Polish Sun Care Shows Steady Growth Amid Evolving Consumer Behaviour

Adult Sun Care Leads Value Sales, Driven by Year-Round Usage Shift

Innovative Hybrid Formulas and Asian Beauty Propel Sun Care Evolution

Chart 192 - Tolpa Reflects the Rise of Hybrid Skin Care Formulas

Chart 193 - Value Sales 2020-2030

Chart 194 - Volume Sales 2020-2030

Chart 195 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Anticipated to Embrace Multifunctional Sun Protection for Daily Skin Health

Adult Sun Care Will Maintain Leadership, While Baby and Child-Specific Sun Care Gains Momentum

Innovative Formats and Consumer Convenience Set to Reshape Industry Dynamics

Chart 196 - Forecast Value Sales 2020-2030

Chart 197 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Positions Amid Growing Competition and Market Shifts

Chart 198 - Company Shares 2025

Chart 199 - Brand Shares 2025

CHANNELS

Emerging Formats and Specialist Retailers Enhance Sun Care Accessibility and Appeal

Online Retailers Leverage Convenience and Digital Discovery to Capture Sun Care Demand

Chart 200 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 201 - Economic Context for Sun Care

Chart 202 - Real Gdp Growth 2020-2030

Chart 203 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 204 - Consumer Context for Sun Care

Chart 205 - Population 2020-2030

Chart 206 - Consumer Expenditure 2020-2030

Chart 207 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Premium Beauty and Personal Care in Poland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Premium Consumers Drive Robust Growth Amid Economic Strengthening

Premium Fragrances Lead Sales While Premium Hair Care Shows Dynamic Growth

Skinow'S Expert-Led Launch Exemplifies Longevity Trend Shaping Premium Skincare

Chart 208 - Expert-Led Skin Care Brand Skinow Launches in Poland

Chart 209 - Value Sales 2020-2030

Chart 210 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Offerings Expected to Broaden Access and Accelerate Value Growth

Consumers Anticipated to Demand Scientific Validation and Efficacy

Chart 211 - Forecast Value Sales 2020-2030

Chart 212 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Position While Niche Brands Gain Momentum

Democratisation and Ingredient Literacy Drive Premium Growth and Innovation

Chart 213 - Company Shares 2025

Chart 214 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 215 - Economic Context for Premium Beauty and Personal Care

Chart 216 - Real Gdp Growth 2020-2030

Chart 217 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 218 - Consumer Context for Premium Beauty and Personal Care

Chart 219 - Population 2020-2030

Chart 220 - Consumer Expenditure 2020-2030

Chart 221 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Mass Beauty and Personal Care in Poland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Strong Growth in Mass Beauty and Personal Care Reflects Consumer Price Sensitivity and Economic Recovery

Mass Skin Care Leads Value with Innovation Driving Rapid Growth across Key Categories

Rossmann's Amoya Exemplifies Lifestyle-Driven Beauty through Accessible Self-Care Rituals

Chart 222 - Rossmann Launches Amoya Lifestyle Line

Chart 223 - Value Sales 2020-2030

Chart 224 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Anticipated to Drive Growth with Demand for Multifunctional Products

Mass Skin Care Set to Lead Value Growth While Mass Adult Sun Care Grows Fastest

Private Label Expected to Gain Traction as Disposable Incomes Rise

Chart 225 - Forecast Value Sales 2020-2030

Chart 226 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Multinational and Private Label Brands Consolidate Strong Positions through Innovation and Trend Responsiveness

Mass Beauty Brands Leverage In-Store Presence and Promotions to Drive Consumer Engagement and Bulk Purchasing

Chart 227 - Company Shares 2025

Chart 228 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 229 - Economic Context for Mass Beauty and Personal Care

Chart 230 - Real Gdp Growth 2020-2030

Chart 231 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 232 - Consumer Context for Mass Beauty and Personal Care

Chart 233 - Population 2020-2030

Chart 234 - Consumer Expenditure 2020-2030

Chart 235 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-in-poland/report.