



PMR Industry Report

Color cosmetics retail market in Poland 2017

Market analysis and development forecasts for 2017-2022

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Standard licence: 2900€

Standard Plus licence: 3770€

Corporate licence: 7250€

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Take advantage of the PMR offer

If you are interested in the PMR report or deepening of selected segments or additional expertise on the cosmetics market, I invite you to contact our consultants.



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PMR Report

- **Unique 5-year forecasts** prepared by the PMR team using a **proven and coherent methodology**
- **Expert commentary** allowing for a better **understanding of the current and future situation** and **opportunities and threats**
- Description of the main **trends and legal changes** affecting the market

What is the content of the report?

- **Market value**, with a 5-year forecast developed by PMR econometricians using proven models
- **Sales value of colour cosmetics** in individual distribution channels in 2013-2022
- **Value of colour cosmetics segments** – such as facial skin, eye makeup, lip makeup, or hair colouring - in Poland in 2013-2022
- **Market value** broken down by price segments such as selective cosmetics and mass cosmetics
- **Expert commentary explaining the data**: causes, consequences, other development scenarios for colour cosmetics retail in Poland
- **Profile of the consumer of colour cosmetics in Poland** – based on a new survey into Poles' cosmetics purchases carried out by PMR at the beginning of 2017 on a purposive sample of 500 adults
- **Impact of recently enacted or planned legislation on colour cosmetics** retail in Poland (the Rodzina 500+ programme, restrictions on Sunday trade, changes to the Pharmaceutical Law)
- **Ranking list** of the largest players in colour cosmetics retail in Poland by revenue share of colour cosmetics and by store numbers, with information on expansion plans, changes in product assortment
- **Analysis of the evolution of grocery chains' colour cosmetics offer**

5 Reasons to choose PMR

- 1 **Comprehensive picture of colour cosmetics retail in Poland** and all its distribution channels – a resource for assessing market opportunities
- 2 **Analysis of the market and its main segments** with a focus on the fastest-growing product groups
- 3 **5-year forecasts for the market as a whole and its segments** and channels developed using advanced econometric methods – a valuable tool for strategy development (short-term strategy, long-term strategy, sales strategy)
- 4 **A unique survey into Poles' basket of cosmetics** and the cosmetics purchase process of female and male consumers, carried out on a purposive sample of 500 adults – helps confirm or identify key market trends
- 5 **The report includes a detailed analysis of market trends** and their estimated impact on market value



Who benefits from the PMR report?

- Cosmetics/drugstore chains
- Specialty retail chains selling colour cosmetics
- Direct-selling firms
- Large-format grocery stores
- Cosmetics FMCG wholesalers
- Cosmetics manufacturers
- Packaging manufacturers
- Manufacturers of cosmetics accessories (hair and body)
- Manufacturers of components
- Banks and investment funds
- Companies considering supplementing their product offer with cosmetics (e.g. clothing chains)
- Companies interested in the buying habits of Polish consumers (research firms, consultancies, advertising agencies)

THEY TRUSTED US:

Auchan

AVON

Dr Irena Eris

L'ORÉAL

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