



PMR Industry Report

Cosmetics retail market in Central Europe 2017

Market analysis and development forecasts for 2017-2022

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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?

- **Data and expert commentary** on the five Central European markets: Bulgaria, Czech Republic, Hungary, Romania, Slovakia
- **Thorough summary with comparison of markets by country** and combined data on Central European cosmetics market
- **Market values** with unique five-year forecast prepared by PMR's Econometrician Team based on advanced econometric models
- **Value of retail sales** of cosmetics in different distribution channels in 2013-2022
- **Description of the most important product segments**
- **Expert commentary** explaining all the presented data
- **Influence of implemented and planned legislation changes** on the retail market of cosmetics in Central European countries
- **Description of consolidation processes** on the Central European cosmetics markets, including market entries, exits, mergers and acquisitions
- **Ranking** of the largest retailers on each country's market as well as Central European cosmetics market as a whole, based on their revenues, number of stores (historic, current and planned), product mix changes, private label development, online sales development
- **Analysis** of cosmetics sales in large-area grocery stores, including this channel's sales value and dynamics, as well as the largest grocery retailers on the Central European market
- Market value, retailers' sales revenues, sales per store
- Number of stores of the leading retail chains
- Market share for top 10 players
- **Channels presented in the report:** cosmetics stores, large-area grocery stores (including: hypermarket, supermarkets, discounters), direct sales, online sales, other channels (including: independent stores and marketplaces)
- **Sales revenues** for top 10 retailers in each country.

5 Reasons to choose PMR

- 1 The **complete analysis** of the Central European cosmetics retail market, as well as all its channels, enables to evaluate the market and its growth perspectives
- 2 **Unique forecasts** for the market and its channels' values to 2022, based on advanced econometric models, will provide support in preparing strategies
- 3 Included thorough **market trends analysis**
- 4 Information on the **largest retailers** on the market: value of cosmetics sales, number of stores, market shares – the report shows the entire competitive environment
- 5 Contained **consumer profile** as well as description of **product segments**



Who benefits from the PMR report?

The report was prepared in order to support managers and experts from sales, marketing, strategy and development departments of companies and institutions such as:

- Health and beauty products manufacturers
- Cosmetics private label producers
- Cosmetics retail chains and distributors operating in or planning to enter the Central Europe market
- Pharmacy chains
- E-commerce platforms and direct selling companies
- Packaging and design solutions providers
- In-store and merchandising solutions providers
- Trade and industry organizations
- Large-area grocery chains
- FMCG wholesalers
- Banks and investment funds
- Companies planning to add cosmetics to their product mix's (e.g. C&F retailers)
- Consulting, research and marketing companies

THEY TRUSTED US:

AVON

DAX
COSMETICS

Dr Irena Eris



H&M

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