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Standard licence: 2700€  
 Standard Plus licence: 3510€  
 Corporate licence: 6750€

**Executive Summary \***

Corporate licence: 500€

**Database of report stats \***

Corporate licence: 500€

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PMR Industry Report

# Cosmetics retail market in Poland 2017

## Market analysis and development forecasts for 2017-2021

Publication date/Update: March/September 2017

Language: Polish, English

Delivery: PDF, PPT, XLS / online access

Contain: Report + Executive Summary + Database of report stats

### 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.



*Justyna Frankowska*

Head Retail Expert

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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

## Executive Summary

- An **executive summary of the report in PowerPoint** format with charts/graphs
- **Ready-to-use presentation material** for company strategy meetings

## Database of report stats

- An Excel file containing all the key statistics from the report, **allowing the reader to arrange and manage the data according to their own needs**
- **A useful tool for analysts** – allows for data from the report to be easily merged with internal company data or other external data

## What is the content of the report?

- **Market value**, including a unique five-year forecast developed by PMR econometricians based on well-tested econometric models
- **Sales value** of cosmetics in Poland in 2013-2022 broken down into distribution channels
- **Value of the selective cosmetics** segment in Poland 2013-2022
- **Value of individual product segments**
- **Expert commentary** that explains the data: causes, consequences, other development scenarios for the Polish cosmetics market.
- **Profile of the Polish consumer**, developed on the basis of a unique survey conducted by PMR in early 2017 on a purposive sample of 500 adults, focusing on the cosmetics basket purchased by Poles
- **Impact of recently implemented or proposed legislation** on cosmetics retail in Poland (Rodzina 500+ programme, ban on Sunday retailing, changes in the Pharmaceutical Law)
- **Description of the consolidation processes** taking place in cosmetics retail in Poland
- **Ranking list** of the largest cosmetics retailers in Poland by sales revenues and store numbers, together with brief company profiles that highlight expansion plans and changes in product assortment policy (e.g. development of own-brand offer, the non-cosmetic offer of cosmetics stores and drugstores)
- **Analysis of the cosmetics offer** of grocery chains (both own-brand products and manufacturers' brands), together with an estimate of the level of cosmetics sales at selected grocers (e.g. Biedronka, Lidl, Tesco, Carrefour, Auchan)
- **Description of the latest and most important market trends**
- Alternative **market development scenarios** until 2022 that estimate the impact of individual factors on projected market value, developed in collaboration with a team of econometricians
- Unique **survey** of Poles' cosmetics basket carried out in January 2017
- **Analysis of the cosmetics purchase process** of female and male consumers in Poland
- Value and analysis of the **premium cosmetics segment**
- **Sales revenues** for the top 20 players (compared to 10 in earlier editions of the report)

# 5 Reasons to choose PMR

- 1 **Unique forecasts** until 2022 for the market as a whole and for individual distribution channels, based on advanced econometric methods
- 2 Detailed **analysis of current trends**, together with an estimate of their influence on market value and alternative **market development forecasts** until 2022
- 3 Analysis of the largest players in respective distribution channels, together with an estimate of their cosmetics sales
- 4 Unique **survey** of Poles' cosmetics basket and the cosmetics purchase process of female and male consumers
- 5 **Comprehensive picture** of cosmetics retail in Poland and all distribution channels and analysis of the **premium segment** and all major product groups.



## Who benefits from the PMR report?

- Cosmetics and drugstore chains,
- Direct-selling companies,
- Large-format grocery stores,
- FMCG wholesalers,
- Cosmetics manufacturers,
- Packaging manufacturers,
- Manufacturers of body care and hair care accessories,
- Component manufacturers,
- Companies looking to complement their product range with cosmetics (e.g. clothing chains),
- Companies interested in learning about the Polish consumer (market research firms, consultancy firms, advertising agencies).

THEY TRUSTED US:

AVON



COTY

Dr Irena Eris

INTER-VION

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